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TELECASTING
Begins on Page 55

21ST year

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NOW...

you too can profit by amortizing TV costs in N. Y.

Last week, WOR-tv opened another of its unique *amortization* opportunities for TV clients... another Warren Wade *repeat-performance* program presented live, *five* nights a week:

"TV DINNER DATE"

More than 1,668,000 New Yorkers (and suburbanites) now "attend" WOR-tv's "Broadway TV Theatre" in a typical week. This vast audience can now enjoy a *full* "night out"—starting with dinner entertainment before the theatre... 6:30-7:30 p.m., Monday through Friday:

"TV DINNER DATE"

And now advertisers can enjoy *new* advantages of amortized TV costs on New York's pioneering station.

WOR-tv channel 9 for New York

XUM

WLS OPERATION GROCER best merchandising plan in its field

. . . . INCREASED CREAMETTES SALES 10% first eleven weeks

. . . . So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS . . . the business-building WLS program that influences the buying habits of millions of housewives . . . already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.
"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success . . . radio advertising, newspaper advertising, point of purchase displays and display material . . . complete in one result-getting package, at very nominal cost. Better see your John Blair man . . . or contact us . . . and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

WLS GETS RESULTS *for the* **FOOD INDUSTRY**

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WORLD'S MOST POWERFUL TELEVISION STATION

Serving...
WEST VIRGINIA ~ OHIO *and* KENTUCKY

WSAZ-TV, Huntington, West Virginia, with the acquisition of the *FIRST* high-powered Transmitter-Amplifier produced, has become the world's **MOST POWERFUL** commercial television station — serving a 67-County Market Area of over 2,000,000 people with 84,000 watts radiated power on Channel 3.

For full details on rates and availabilities to stake out your claim in this rich new market, wire, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency.

SET *Your* SIGHTS ON *channel* 3 **WSAZ - TV !**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

THE BATBOYS

Every Tuesday evening at 7:15, a panel of five juvenile baseball experts takes over on WDEL-TV. The result—a lively, provocative quarter-hour show on which local baseball celebrities are interviewed and the fine points of baseball are discussed.

Started as a feature of the station's regular sports program, "The Batboys" were an overnight sensation and quickly earned a show of their own. The five boys, whose ages range from 10 to 13 years, are given a specific topic for discussion each week and a guest appears for an interview. Comments and questions are highly original, highly entertaining and delivered with all the authority of true experts.

"The Batboys" exemplifies the breadth and versatility of WDEL-TV's local programming plan—dedicated to serve, inform and entertain all age groups in its large viewing audience.

Juvenile Panel—George Frick, WDEL-TV Sports Editor; Bruce Kelleher, 12; F. Rai Schilling, 12; Ronald Scott, 13; Jay Gorrie, 13; Albert Cartwright, Jr., 10; Lee Riley, Manager of the Wilmington Blue Rocks.

WDEL-TV

WILMINGTON, DELAWARE

A Steinman Station

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES New York • Chicago • San Francisco • Los Angeles

at deadline

CLOSED CIRCUIT

NBC HAS half-dozen prospects for sponsorship of NCAA football schedule [B•T, August 4]. NCAA has retained right to approve sponsor and presumably some of its members look askance upon cigarette and beer, but not to degree of exclusion. Automotive or oil are considered best bets to pick up tab, which will run $2,633,050 gross.

WHILE NCAA schedule of 11 games is regarded as firm, some question has arisen concerning Thanksgiving Day contest between Pennsylvania and Cornell. Pennsylvania, consistently recalcitrant on telecasts, reportedly has raised possibility of anti-trust issue in view of pending litigation involving National Professional Football League, but is expected to fall in line once sponsor is arranged. This situation regarded as basis for premature label given exclusive copyrighted story published in B•T Aug. 4.

WITH IMMINENCE of FCC decision, probably by this fall, on ABC-United Paramount merger, other networks are viewing project with concern since it would represent first-scale advent of motion picture exhibitors in broadcast field. It wouldn't be surprising to see both NBC and CBS step up station relations activity to protect affiliations, notably in TV. This presumably would be preparedness device against possible raiding.

HALF-DOZEN advertisers are expected to order time on NBC-TV for sponsorship of new program, *Parade of Champions*, featuring foreign champions in boxing matches in New York studio at 11 p.m. Saturday nights. Contract contingent on two weeks time for clearance of stations. Program to be co-produced by NBC and Masterson-Reddy & Nelson, N. Y. Tentative starting date: Oct. 4. Each advertiser will sponsor bouts in one or more markets.

IS FCC getting itself into box on temporary processing procedure to "expedite" new TV stations to non-TV cities? Concurrent processing of Group A-2 (no service) and Group B (one or more services) will bring action on latter group down to multiple-station cities long before many non-TV cities throughout country even get near hope for action. Even Comrs. Robert Bartley and Frieda B. Hennock question practicality of system, particularly as hearing guide (see story and status of city priority list, page 57).

STILL UP for grab is paid presidency of Radio-Television Mfrs. Assn., which will be vacated Oct. 1 by Glen R. McDaniel, who returns to New York to re-enter law practice. Committee of three former ex-presidents hasn't decided on successor for $50,000 Washington- headquartered post. Mr. McDaniel may be retained as special legal counsel, and headquarters operations will continue under direction of General Manager James D. Secrest.

JOSEPH KATZ Co., N. Y. and Baltimore, agency for Democratic national party, has sub-

(Continued on page 6)

NBC REPORTED CLOSER TO L. A. PURCHASE

ALTHOUGH status of negotiations is closely guarded, NBC was reported Friday moving closer to acquiring either KFI or KMPC as its key Los Angeles station.

Joseph H. McConnell, NBC president, calling off his fishing trip to High Sierras arrived in Hollywood last week and with John K. West, Western Div. vice president, had closed door conferences with Earl C. Anthony, owner of KFI. Further discussions scheduled for this week before Mr. McConnell returns to New York. NBC would like to buy its longtime affiliate, but Mr. Anthony has repeatedly refused to negotiate and has told his staff that KFI is not for sale.

Several years ago he set "scare-off" price of $8 million on KFI. NBC is reportedly offering "around $2½ million."

Network's second choice would be KMPC. Richards estate asking price is $1¼ million, but compromise offer of $1 million would be acceptable, it is said. Price, "outside the network," reported at $800,000.

ABC SALES

ABC'S GROSS SALES for fiscal quarter ended June 30 totaled $14,502,903 after discounts, returns, and allowances, New York Stock Exchange records showed Friday. Comparable figure for quarter ended June 30 year ago was $14,869,465.

BUSINESS BRIEFLY

ANTI-FREEZE CAMPAIGN ● Prestone anti-freeze, through William Esty Co., N. Y., planning its annual seasonal spot campaign, using nine chain breaks weekly for six weeks. Starting dates vary.

SEASONAL SALT DRIVE ● International Salt Co., N. Y., plans to start its seasonal television spot announcement campaign, for "damp proof" Red Cross and Sterling Salt Brands in September for 26 weeks. Advertiser also uses regular radio spot campaign. Agency, Scheideler, Beck & Werner, N. Y.

DOG FOOD PLANS ● Purina Dog Chow through Brown Bros. Production, St. Louis, lining up 13-week five-minute radio sportscast, five or six times weekly in about 75 markets.

INSTANT COFFEE ● Instant Chase & Sanborn coffee, through Compton Adv., N. Y., placing two-week additional spot radio campaign in September.

BREAKFAST CEREAL SPOTS ● Post Cereals' "Cornfetti" on Aug. 25 is starting 9 and 13-week radio spot campaign in selected markets, through Young & Rubicam, N. Y.

Further Consolidation at NBC

CONSOLIDATION of NBC's radio and TV network departments for advertising, promotion, research and planning — part of NBC's re-integration of radio and TV operations (also see story, page 29) being announced today (Monday) by Ruddick C. Lawrence, director of promotion, planning and development.

Jacob A. Evans, formerly manager of radio advertising and promotion, was appointed director of advertising and promotion for both networks; Hugh M. Beville Jr., formerly director of economic studies, named director of research and planning; and Robert W. McFadyen, formerly manager of television sales planning and research, named director of development. Messrs. Evans, Beville, and McFadyen will report to Mr. Lawrence.

Reporting to Advertising and Promotion Director Evans: James Nelson, formerly manager of TV advertising and promotion, who was named advertising manager; John G. Fuller, formerly supervisor of television program sales development, now sales promotion manager; Fred Veit, formerly TV art director, now manager of art, promotion and graphics; and Gerald Pat Steele and Frank McMahon, named advertising and copy coordinators.

Reporting to Advertising Manager Nelson: Clyde Clem, supervisor of radio audience promotion; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on-air promotion.

Reporting to Sales Promotion Manager Fuller: John Porter, named supervisor of TV sales promotion; Robert Hitchens, supervisor of radio sales promotion; Edward Vane, appointed supervisor of program promotion, and Enid Beaupre, sales librarian. Messrs. Porter and Hitchens will supervise staff of sales presentation writers.

Reporting to Art, Production and Graphics Manager Veit: Walter Van Bellen, art director; Edward Antonioli, named production supervisor; and Philip Hirsch, appointed graphics supervisor.

Reporting to Research and Planning Director Beville: Thomas Coffin, formerly supervisor of program research, who was named manager of research and to whom Jack Landis, supervisor of program research, and Ruth Lytle, statistical analyst, will report; James Cornell, formerly manager of radio research, who was named manager of audience measurement and to whom Richard Paige, appointed supervisor of ratings, Kenneth Greene, supervisor of circulation, and Miriam Hoffmeir, supervisor of program analysis, will report (organization under Mr. Paige consists of Robert Daubenspeck, assistant supervisor of ratings; Raymond Eichman, TV ratings analyst, and Billie Huber, radio ratings analyst); Barry Rumple, formerly plans specialist, who was named manager of plans and will supervise work of Mildred Schmidt, planning assistant, and Ethel Cardi, statistician; Allen Cooper, formerly rate specialist, who was appointed manager of markets and media and will supervise work of Whitney Rhodes, media analyst, and Pierre Marquis, market analyst.

Reporting to Development Director McFayden: Lewis Marcy, formerly supervisor of TV sales planning, now project manager.

for more AT DEADLINE turn page ➤

at deadline

HEARINGS SCHEDULED TO START OCT. 1

FIRST HEARINGS on post-thaw TV applications scheduled to commence Oct. 1 in Washington D. C., FCC announced Friday (see early story page 57). Cases scheduled include those for Denver; Canton, Ohio; Portland, Ore., and Waterbury, Conn. (For competitive applications involved and channels sought, see city priority list beginning page 57).

Policy "for the time being" to use city priority list to determine order in which hearings will be held drew dissents from Comrs. Frieda B. Hennock and Robert T. Bartley. FCC said examiners have not yet been designated but single examiner will be assigned to hear all pending cases in particular city. In dissent, Comr. Bartley said:

The use of the temporary processing procedure as a guide for hearings will depart from the policy which the Commission established of making grants first where the greatest need exists.

For example, Denver, having received three grants stands to end up with possibly six grants before we can schedule hearings looking toward a second grant for St. Louis, a city twice the size of Denver, and eight other single station cities larger than Denver.

I believe it would be more in line with our responsibilities if we employed our extremely limited resources on the basis of the facts existing at the time examiners become available.

ASK RULE AMENDMENT

WOAY OAK HILL, W. Va., petitioned FCC Friday to amend rules finalized by Sixth Report to make slight change in boundary line dividing Zone I (170-mile co-channel spacing) from Zone II (190 miles) in order that VHF Channel 4 can be allocated there as first facility. WOAY petition, noting population density is governing factor for choice between first two zones, is similar in part to earlier plea on zoning by WSAL Logansport, Ind. (see story, page 57).

OLD GOLD SPONSORS

P. LORILLARD CO. (Old Gold cigarettes) to sponsor half of WPIX (TV) New York's winter sport series from Madison Square Garden again this year, through Lennen & Mitchell, N. Y. Renewal of WPIX-Garden agreement and plans for telecasting 93-event spot programs from arena between Oct. 22 and April were announced Friday. Events to be carried nightly except Fridays, will include three telecasts of 65th annual National Horse Show, two of 77th annual Westminster Kennel Club dog show, 23 college basketball games, 28 professional basketball games, 37 professional hockey games.

TAYLOR TO RESIGN

GEN. TELFORD TAYLOR, ex-FCC general counsel, expected to resign soon as administrator of Small Defense Plants Administration. While Gen. Taylor could not be reached Friday, it was learned he believes he has completed original objective of getting federal agency established. At time he took post, he indicated it was not permanent. After World War II, Gen. Taylor was chief American prosecutor at Nuremberg trials.

In this Issue—

ADVANCE sales for fall on the four radio networks are 16.4% lower than they were a year ago at this time. This fact stares CBS Radio affiliates in the face as they meet this week in Chicago to discuss the network's rate adjustment proposals. *Page 23.*

B•T PUBLISHES a tabulation of the FCC's city priority list, showing who stands where. It's the up-to-the-minute and complete status report on processing. *Page 57.*

A MAJOR survey of radio sales effectiveness by NBC shows that listeners buy more of the products advertised on radio than non-listeners do. In some cases buying by listeners in television homes exceeds that in non-TV homes. NBC sums it up by saying that radio sells goods as well now as it did before TV—and at the lowest cost of any medium. *Page 25.*

A VIRTUALLY UNKNOWN country judge is giving the incumbent a hot time in the campaign for run-off elections for governor in Arkansas. It's all because the judge resorted to marathon use of radio. *Page 27.*

PROGRESSIVE Party is putting the heat on networks and stations to get equal time with Republicans and Democrats. Progressives threaten wholesale filing of complaints with FCC if broadcasters don't come around to their terms. *Page 46.*

A LANSING, Mich., furniture store today is three times as big as it was a year ago, and the only advertising medium it uses is radio. *Page 30.*

HERE'S the rundown on radio and television network gross sales in the first half of 1952. *Page 28.*

RADIO is the "last best hope" of carrying on the government's "campaign of truth" to overseas. *Page 43.*

TWO major political parties ask a question that more seasoned broadcast sponsors, especially those using TV, have been lately asking: Where's the money coming from to finance their huge air advertising campaigns? *Page 34.*

NARTB district meetings begin Aug. 18. Here's an outline of the schedule. *Page 29.*

FCC grants UHF station in Mobile, Ala., and VHF in Honolulu. *Page 57.*

Upcoming

Aug. 12: NARTB's convention committee meets, NARTB Hqtrs., Washington.
Aug. 12: CBS Radio Affilates meeting, Chicago.
Aug. 15: NARTB's "Register and Vote" Campaign begins.
Aug. 15: BAB Sales Clinic, Dallas.
Aug. 15-16 West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

(Other Upcoming, page 38)

Closed Circuit

(Continued from page 5)

mitted extensive spot radio campaign plan to party's national committee for approval.

IT'S NOT on production line yet but major equipment firm is developing radically different low-cost TV gear (transmitter not included) in effort to reduce community video station costs below six-figure category.

APPOINTMENT of successor to Ward Quaal as director of Clear Channel Broadcasting Service [B•T, July 21] probably will be deferred until end of year. Mr. Quaal, as assistant general manager of Crosley Broadcasting Corp., presumably will continue to keep weather-eye on CCBS operations pending appointment of successor.

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol), planning radio spot campaign to start Sept. 1 in about 125 to 150 markets. Benton & Bowles, N. Y., is agency handling 13-week schedule.

INTERFERENCE HAZARD IN 540 KC USE DENIED

OPENING of 540 kc channel to broadcast use, as proposed by FCC, will not lead to interference with auto-alarm transmissions, NARTB claimed in statement filed with FCC Friday. Statement replies to opposition filed by National Federation of American Shipping.

NARTB pointed out 529 kc channel is used in Europe, with no record of interference with auto-alarm signals. NARTB explained that advance in equipment design within last decade precludes danger of interference with distress signals.

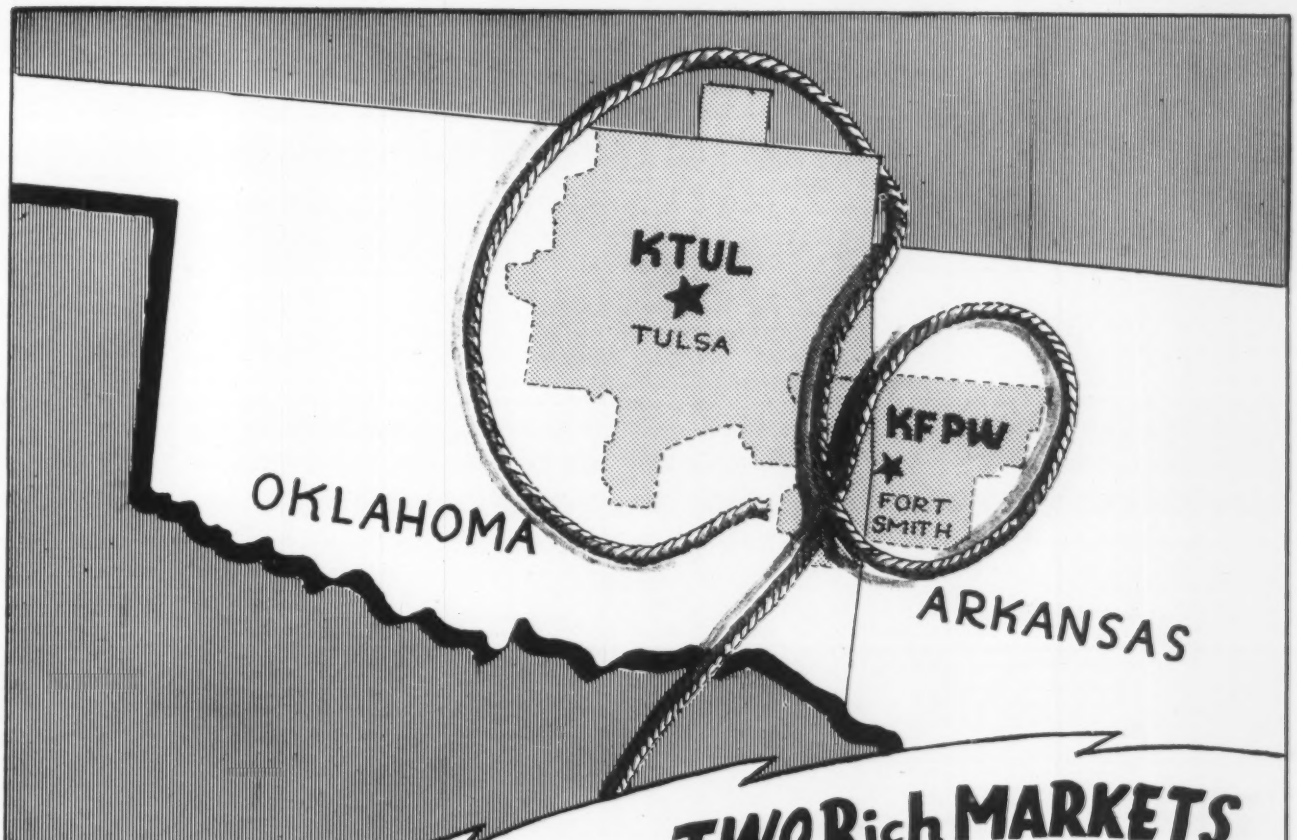
SAG-COLUMBIA ACCORD

SIGNING of new basic contract expected soon as Columbia Pictures Corp. and Screen Actors Guild agree in principle on formula covering actors in TV films. Pact will include film reuse payment clause for talent. Universal-International, also participating in talks, is expected to sign. Both firms producing TV films through subsidiaries—Screen Gems Inc. (Columbia) and United World Films Inc. (U-I). RKO Radio Pictures and Republic Pictures withdrew from negotiations, saying they planned no immediate TV production. Their action came after it became apparent James C. Petrillo, AFM president, would not modify union's 5% royalty formula on films for TV.

WISN APPOINTS TWO

GERALD S. COHEN, formerly of WDGY Minneapolis, named as sales promotion manager of WISN-AM-FM Milwaukee. Harry D. Peck, station manager, said he will be in charge of merchandising, promotion, publicity and research. Mr. Peck announced George A. DeGrace, former promotion manager, has been named director of new public service and education department. Moves are first step in expansion program looking toward TV operation. Recently Mr. Peck named Dick Shireman sales manager and Jack Raymond program director.

for more AT DEADLINE see page 94



VOICES That SELL in TWO Rich MARKETS

- ONE OPERATION
- ONE NETWORK—CBS
- ONE REPRESENTATIVE (Avery-Knodel, Inc.)

The KTUL-KFPW Trade Areas

- POPULATION
  - KTUL 892,400
  - KFPW 199,700
- RETAIL SALES
  - KTUL $687,420,000
  - KFPW $131,334,000
- NET EFFECTIVE BUYING INCOME
  - KTUL $943,653,000
  - KFPW $150,072,000

KTUL TULSA — Radio — **KFPW** FORT SMITH

JOHN ESAU
Vice President
General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

"The Prestige Station of the Carolinas

GREENSBORO, NORTH CAROLINA

● *Tell your story over WBIG, where there are more listeners with more dollars to spend!*

During 1951 and the first quarter of 1952 more radio sets were shipped into North Carolina than any other southern state.* In 1951 WBIG's 16-county market showed a 33,179 set increase.*

● *Greensboro, WBIG's home city, is the second in the nation with retail sales per household of $6,959.***

Sources:

* RTMA

** SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 Watts

CBS Affiliate

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TELECASTING Starts on page 55

WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine. Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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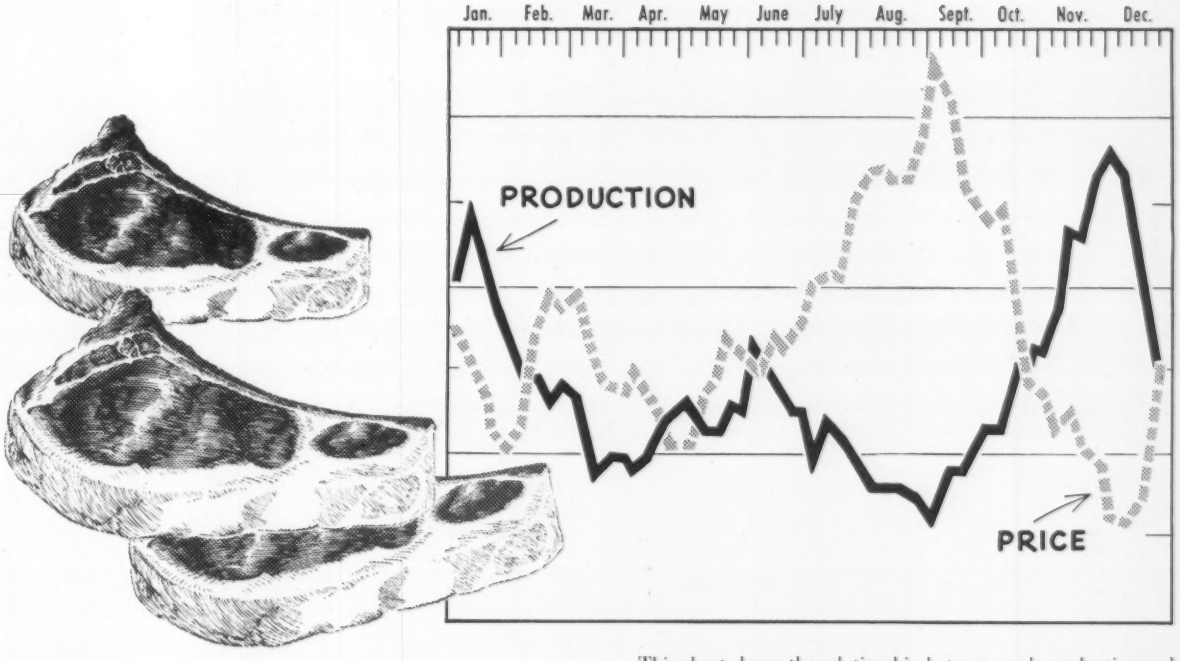
What law

sends pork prices up in summer

... down again in winter?



This chart shows the relationship between pork production and pork prices based on figures for 1947-49 (a typical period), which the government is now using as the index-base period.

The well known law of *supply and demand*. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the *law of nature*. They spend a good six months growing to pork-chop size.

As a result, fewer pigs are ready for market during the summer months. And meat packers have to pay higher prices in order to get enough pork to fill customers' orders.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. *Less pork—higher prices* through the summer followed by *more pork, lower prices* during the winter.

Remember, summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.

ANY ADVERTISER CAN

AND

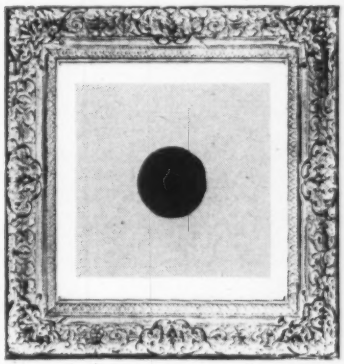
MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.



WHEN IS A DOT A STOPPER?

That round black dot is called a period—sometimes known as a full-stop. It is perhaps the commonest of a host of visual devices with a single purpose: to convert a sequence of printed words into an intelligible message.

When you talk to someone, you don't need visual devices. The warmth, emphasis, cadence of your voice carries your message with a clarity and conviction no printed page can match. That's just one reason for radio's *extra* selling power.

And it's so easy to convert the inert print of your advertising into vivid, living spot radio commercials. Your customers are ready to listen—over any or all of these great stations.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WBEN	Buffalo	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

XUM

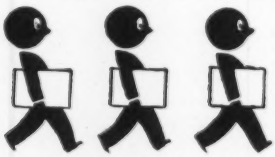
TO SELL TOLEDO YOU NEED A SALESMAN

BUYING POWER of $74.00 per week — that's the average paycheck in Toledo, the Nation's booming 36th Market. But, buyers aren't buyers till they're SOLD on BUYING — and for that *you need a salesman*. A good salesman has the consumer's confidence — and WSPD's integrity is established on 31 years of service. This respected station is the dialing habit of over Four Million people — morning, noon and night it's a welcome caller in every home. To sell Toledo, and its rich surrounding area of Northwestern Ohio and Southern Michigan take advantage of Toledo's Super Salesman — WSPD — the "Speedy" way to the wallets of potential buyers — because it's the buyer's best friend.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ



agency

JOSEPH P. HARDIE, vice president in charge of sales, Bristol-Myers Co., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as vice president and account executive.

JOHN SCOTT (SCOTTY) KECK, radio-television director of Henri, Hurst & McDonald, Chicago, elected a vice president.

ROBERT B. SELBY, vice president and manager, Walter McCreery Inc., San Francisco, has purchased agency's interests in that city. Office will continue under name **ROBERT B. SELBY & Assoc.**

A. E. BOTTENFIELD elected a vice president of Waldie & Beiggs, Chicago.

on all accounts

IN A PERIOD when politics clamor for attention over the airways, Ken Fleming, chief timebuyer at Leo Burnett Co. Chicago, occupies a preferred position by reason of natural talents and special training.

He started learning politics the easy way—from the top down—majoring in political science at Indiana U. There he came into intimate contact with the forces that make politicians tick, during his tenure on the staff of the university's Institute of Politics, which was then under the direction of Dr. Roy V. Peel, now head of the U.S. Census Bureau.

This was real pioneering in research, a scientific effort to build patterns in the field of politics analogous to those used in marketing. As Mr. Fleming puts it: "We were analyzing *voting* trends and using about the same basics as those employed in the study of *marketing* trends. We had in mind selling a politician or a political concept in the same way that Mr. Heinz sells a can of beans."

Perhaps without fully realizing it, young Mr. Fleming was setting accurate guide posts for his business career by becoming firmly grounded in the methods and principles of research.

Having acquired the research techniques and rubbed noses with the proletariat in some fancy offshoots of the academic grind, Ken Fleming decided it was time to line up the practical side of his life's work. He landed his first industry job as salesman in the Chicago office of George P. Hollingbery Co., station representative, which he joined in February 1950.

His next move placed him in the offices of Leo Burnett Co., where he heads a staff of six timebuyers. In that capacity, he supervises for the agency's clients. Pluses in his favor, according to one of the agency executives, is his "youth, ability to think clearly and well-rounded development."

MR. FLEMING

He is a member of a fast-moving outfit, fortified with knowledge of techniques, immediate awareness of what is currently going on in broadcasting, and ability to make the fine coordinations needed to best serve the clients' interests. The success of these methods is shown in the impressive growth of the agency's broadcast business, and the stature of its clients.

Mr. Fleming's wife is the former Jane Sibley of Peru, Ind. With their daughters, Cathy, 2½ and Sherry, 3 months, they live in suburban Oak Park, from which they make regular treks (business permitting) to Lake Cicott, Ind., a resort town where Mr. Fleming was born and his parents still live.

He attended school there and in Logansport, Ind., before enrolling at Indiana U., where he became a member of Delta Upsilon fraternity. His college work was interrupted by two calls to the colors, first as an enlisted man in the Army Signal Corps, and later on a reserve recall.

beat

R. C. PEITSCHER, vice president in charge of the Chicago office for MacDonald-Cook, South Bend, Ind., elected vice president in charge of marketing and research at Fulton, Morrissey & Co., Chicago.

JOE MOHL, advertising manager, Belvedere Sewing Machine Co., L. A., to Ross Roy Inc., Hollywood, as account executive.

E. ESTY STOWELL, CHARLES POOLER and WALTER CRAIG, vice presidents, Benton & Bowles Inc., N. Y. elected to board of directors.

W. P. BOOTH elected a vice president of Sullivan, Stauffer, Colwell & Bayles, N. Y.

Mr. Booth

DAVE E. LARSEN, merchandising executive, Bon Marche Department Store, Seattle, to Walter McCreery Inc., Beverly Hills, as account executive and director of new business department.

STORRS HAYNES, Dancer-Fitzgerald-Sample, N. Y., and BROOKS ELMS, Biow Co., same city, to McCann-Erickson, N. Y., as account supervisors in radio-TV department.

JIM BISHOP, president of Bishop & Assoc., L. A., named member of Municipal Traffic Commission by Mayor Fletcher Bowron.

CARLTON W. HART, advertising manager of Procter & Gamble Co. of Canada Ltd., Toronto, to plans-merchandising staff, N. W. Ayer & Son, Phila. PETER GODFREY added to copy staff. CARL SCHMIDT Jr. returns to copy department after 16 months on active duty with Air Force. DANIEL S. TOMLINSON returns to media staff after service with Air Force. RALPH N. THAYER to agency's New York branch in radio-TV research bureau.

JOHN J. QUINN, production manager, Peldar & Ryan, N. Y., to Anderson & Cairns, same city, as head of production department.

MONROE H. SHAW, account executive and copywriter, Circulation Assoc., N.Y., to The McCarty Co., L. A., as account executive.

JACK KIRWAN, sales staff, WHAS-TV Louisville, to Bruce B. Brewer & Co., Kansas City, as radio-TV director.

Mr Kirwan

HARRY WALSTRUM, program director, KECA Los Angeles, to Charles Ross Adv., Hollywood, as vice-president.

ARTHUR A. PELTZ, Co-ordinated Adv., N. Y., appointed director of radio and television.

KENT RODENBERGER, Vaughan & Spencer, Chicago, to Hicks & Greist Inc., N. Y., as account executive assistant.

H. P. KELLEY elected president of Russell T. Kelley Ltd., Hamilton, Ont., succeeding his father who died recently. H. E. DENNISON elected executive vice-president. Directors are R. C. GORDON, T. H. DEAR, H. G. SCAIFE, J. E. BRITTAIN, and MRS. N. M. ROBERTS.

DR. J. ROBERT MILLER, professor of marketing and advertising at Texas A & M, to Gardner Adv., St. Louis, as director of research.

GEORGE KERN, media director of Benton & Bowles, N. Y., has resigned [CLOSED CIRCUIT, July 28]. He will announce future plans shortly.

MAHOOL Adv., Baltimore Md., relocates at 914 N. Charles St., effective Sept. 1.

CARGILL & Co., Richmond, Va., elected to membership in American Assn. of Adv. Agencies.

FRANK-GOLD AGENCY, L. A., has been formed to handle advertising and public relations at 1139 S. Beverly Dr. DON FRANK, advertising-publicity director, United Jewish Welfare Fund, L. A., and MIKE GOLD, account executive, The Mayers Co., that city, are partners. Telephone is Crestview 6-4941.

PULLING POWER

OF RADIO VS. NEWSPAPERS SHOWS

RADIO has distinct MARKET of its own...

In 4 consecutive ARBI surveys of sales impact of radio versus newspaper advertising, it was proved that radio is necessary to cover the complete Rochester, N. Y. market.

Four Rochester radio stations participated* in each 2 or 3 day test. ARBI tests showed:

RADIO outpulled newspapers in 3 out of 4 tests in dollar value of purchases.

RADIO brought largest percent of shoppers who purchased merchandise in 3 out of 4 tests.

RADIO produced the largest percentage of store traffic in 3 out of 4 tests.

RADIO produced a large gain in business in all tests.

RADIO definitely proved it reaches an audience of its own—not duplicated by newspapers in the Rochester market.

Ask your nearest Hollingbery man for the details of this test; and also the complete factual story of WHAM's position as the No. 1 radio buy in the 16 county Rochester area.

* Stations participating in 4 joint ARBI surveys in Rochester, N. Y., were WHAM, WARC, WRNY, WVET

The STROMBERG-CARLSON *Station*

WHAM

Rochester, N.Y.

Basic NBC - 50,000 watts clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*

For 2
SOAP
WWL

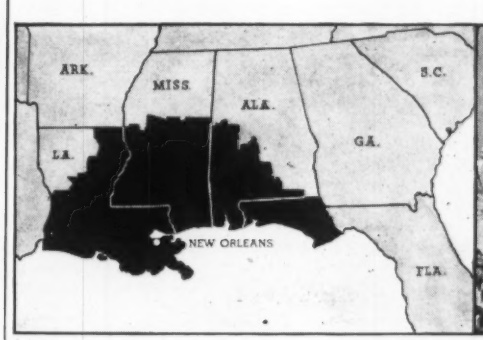
2 Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

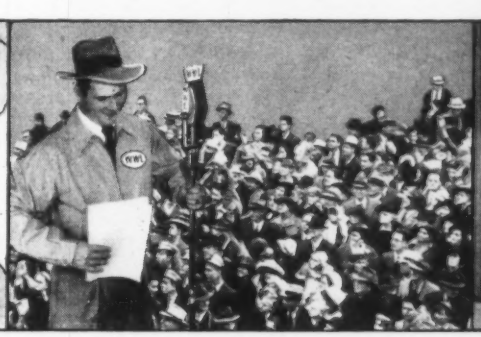
Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and **still unquestionably radio dominated.**

The lion's share of Southern listeners—built up over a period of 25 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. **Verified by highest ratings.**

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. **No other station South gives advertisers such all-out support.**





LET WWL, *the South's Greatest Salesman,* SELL THE SOUTH FOR YOU!

WWL

NEW ORLEANS

50,000 WATTS **CBS RADIO AFFILIATE** CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

WIBC Indiana's First and Only 50,000 WATT STATION

WILBUR S. YOUNG
Superintendent of Public Instruction
State of Indiana

"WIBC has made a notable contribution to all Hoosiers in the field of public instruction"

● WIBC's outstanding coverage of educational activities, its marked emphasis on forum discussions of events vital to the people of Indiana, plus its leading news, religious and farm service coverage, have won the praise of many prominent Hoosiers like Mr. Young.

Thousands of letters every week testify that this high level of public service programming has also helped build the state's largest following of loyal and regular listeners.

WIBC, Inc.—30 West Washington Street ● Indianapolis 6, Indiana

WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & CO., *National Representatives*

new business

Spot • • •

KELLOGG Co., Battle Creek, Mich., for full line of cereals, will spot the half-hour weekly feature *Superman* in 16 markets during Sept. and Oct. Additional cities will be added in Nov. and Dec. Schedule calls for entry into Chicago, Milwaukee and St. Louis Sept. 15; Binghamton, Buffalo, Rochester and Schenectady, Syracuse and Utica, Sept. 29; Minneapolis, Ames, Davenport, Rock Island and Omaha Oct. 13; Kansas City, Oklahoma City and Tulsa, Oct. 20. Client is accepting availabilities now and seeks premium Class A time periods. Agency: Leo Burnett, Chicago.

NATIONAL CIO, Washington, D. C., sponsoring quarter hour TV film series *Issues of the Day*, on WCPO-TV Cincinnati, WBKB (TV) Chicago, WHIO-TV Dayton, WFBM-TV Indianapolis, WDTV (TV) Pittsburgh and WMAL-TV Washington. WTCN-TV Minneapolis and WTVN (TV) Columbus will be added to markets carrying show Aug. 17 and Aug. 13, respectively. Agency: Henry J. Kaufman & Assoc., Washington.

Network • • •

KRAFT FOODS, Co., Chicago, renews *The Great Gildersleeve* on NBC from July 23 for 52 weeks, Wed., 7:30 p.m. CDT. Agency: Needham, Louis & Brorby, Chicago.

BENDIX HOME APPLIANCES, Div. of Avco Mfg. Corp., South Bend, Ind., renews alternate weekly sponsorship of *The Name's the Same* for 52 weeks starting Sept. 10 on ABC-TV, Wed., 7:30-8 p.m. EDT. Agency: Tatham-Laird Inc., Chicago.

B. F. GOODRICH Co. signs for alternate-week sponsorship of *George Burns and Gracie Allen Show* on CBS-TV, Thurs., 8-8:30 p.m. EST, effective Oct. 16. Goodrich will alternate with Carnation Co., which currently presents program every other week. Agency for Goodrich: BBDO, N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, has bought three half-hours on NBC-TV's *Your Show of Shows*. Time periods are 9 to 9:30 p.m. CT on Oct 4, Nov. 1 and Dec. 13, covering full video network. Agency: Russel M. Seeds, Chicago.

AMERICAN CHICLE Co. (Clorets) signs as third participating sponsor of CBS-TV's forthcoming *Jackie Gleason Show* effective Oct. 4, giving weekly hour-long program sold-out status. Series starts Sept. 20, Sat., 8-9 p.m. EDT. Other sponsors: Schick Inc., effective with first telecast, and Thos. Leeming & Co., effective Oct. 11. Agency for American Chicle: Dancer-Fitzgerald-Sample, N. Y.

KELLOGG Co., Battle Creek, dropping *Space Cadet*, ABC-TV, Mon.-Wed.-Fri., 6:30-45 p.m. EDT, and is buying first half-hour of *Super Circus*, Sun., 5-6 p.m. EDT. Starting date of *Super Circus* sponsorship not definitely set, but expected to be about mid-September. Mars Inc. sponsors 5:30-6 p.m. portion of show. Kellogg agency: Leo Burnett Co., Chicago.

Agency Appointments • • •

CREAM WIPT PRODUCTS Inc., Phila. (salad dressing), appoints Weightman Inc., that city.

LOS ANGELES NUT HOUSE (Tom Sawyer potato chips, peanut butter), appoints Davis & Co. that city.

GILBERT Mfg. Co., Long Island City, N. Y., appoints S. R. Leon Co., N. Y.

PECK & PECK, women's retail clothing chain, appoints C. J. LaRoche & Co., N. Y.

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.

OLD COLONY PAINT & CHEMICAL Co., L. A. (household paint), appoints West-Marquis Inc., that city. A. HAYS BUSCH is account executive.

CAMPBELL SOUP Co. Ltd., New Toronto, appoints Dancer-Fitzgerald-

(Continued on page 47)

HARVARD KICKS OFF SEPT. 27 OVER WBZ

This 9 game, play-by-play package is the best football buy of 1952! Available for single or dual sponsorship. Telephone *now* for details!

September 27 . . Springfield at Harvard
October 4 . . . . Columbia at Harvard
October 11 . . . . Washington University of St. Louis at Harvard
October 18 . . . . Colgate at Harvard
October 25 . . . . Dartmouth at Harvard
November 1 . . . Davidson at Harvard
November 8 . . . Harvard at Princeton
November 15 . . Dartmouth at Cornell
November 22 . . Yale at Harvard

***Exclusive* radio coverage in New England** (except for November 8)

In New England, Harvard football broadcasts are required listening.. and here's the package that gives you *everything* required to turn these millions of football fans into customers!

The plan includes radio time on WBZ-WBZA (approximately 2½ hours each Saturday featuring the team that won Boston's top Pulse rating last season).. plus 15 minutes of color before each game.. plus a complete array of promotional aids: newspaper ads, window streamers, spot announcements, airplane tow banners, dealer letters and football schedules.

As we go to press, the package is still available. It is sure to be sold, and soon, to a single sponsor or to two noncompeting sponsors. It is sure to produce results, for it will reach WBZ's vast area, populated by more than 7 million people. Better get the full story now from WBZ or from any Free & Peters office!

WBZ BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 on FM

Represented by NBC Spot Sales

feature of the week

OVER $3½ million payroll dollars are expected to begin pouring into Tacoma, Wash., next year as the result of an intensive four-month radio campaign conducted by two KTAC Tacoma newsmen.

The campaign was the initial public service venture of KTAC's morning commentary program, *For Your Information*, launched last March by Murray Morgan and Jim Faber.

Messrs. Morgan and Faber, KTAC news editors, combine talents on *For Your Information*, and in addition have their own five-a-week news strips, *Tacoma Beat* and *Tacoma Report*, both devoted to local news.

The news veterans decided to tackle a project which for two decades had met with failure after failure. They decided to try to establish a modern fishing boat terminal in Tacoma's harbor to replace the outmoded and overcrowded boat haven.

Such a project had been urged for 20 years by the city's Chamber of Commerce and other organizations.

Several times weekly for four months, the pair wove facts and figures about the project into their news programs. In all, 47 programs were used.

They took a tape recorder on fishing boats and interviewed fishermen on deplorable conditions of the old boat haven. The fire chief was taken on a tour of the dock with the immediate result that new fire protection facilities were installed.

On one occasion, the newsmen hustled Tacoma's mayor off to Seattle where they had arranged to have Seattle's Port Head conduct a tour of that city's boat haven which reportedly is bringing in $75 million a year to Seattle.

The campaign caught on slowly. Undaunted, Messrs. Morgan and Faber kept digging for facts and figures. They looked into the port's finances and found that there was ample cash, and that the new facility could be operated at no cost to the city.

Finally, they obtained a breakdown on how much the city's present fishing fleet brought in—$1,750,000 for 45 boats. Their survey showed that at least twice as much as this amount could be gained if enlarged facilities were provided.

This last set of statistics was the clincher. One by one, other groups got behind the project. Tacoma's mayor appointed a committee to work on the project; the Chamber of Commerce revived its committee.

Last week their faithful industriousness bore fruit: The Port Commission announced that it would start work within 90 days on a $200,000 boat haven—one which would almost triple present facilities and bring a yearly payroll estimated at $3½ million.

All this, despite the fact that Tacoma's only newspaper has been strikebound since April 12!

strictly business

SY WEINTRAUB, 29-year-old vice president and sales manager of Motion Pictures for Television Inc., has not completely wiped away the stardust from his eyes though his career has lifted him from humble beginnings on New York's lower East Side to a plush Madison Ave. office and a swank Central Park South apartment.

"I've been so busy the past five years," Mr. Weintraub recounted, "that I often can't believe it's true. And I still get a thrill out of clinching a deal that may amount to just a few thousand dollars."

Five years ago Mr. Weintraub accepted his first job in the television field as a salesman with Film Highlights. In 1949, together with Joseph Harris; Mr. Harris'

(Continued on page 90)

Mr. WEINTRAUB
. . . selling is his forte

READY NOW!

Facts . . Figures . . Maps
COMPLETE REFERENCE
folder on

The Golden Triangle

Served by

THE ARKTEX STATIONS

KCMC (AM-FM) Texarkana, Ark.-Tex.
KAMD Camden, Ark.
KWFC Hot Springs, Ark.

Get the facts now on this great
SOUTHWESTERN MARKET

Here are 571,000 people with 160,200 radio homes and an effective buying income of over $420 millions* Industrial, farm, oil, resort, manufacturing, lumber, military ordnance — a big market you should reach!

**From Sales Management*

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

To sell Razor Blades to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Razor blades or refrigerators, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

open mike

Fancy Fringes

EDITOR:

I appreciated your note in CLOSED CIRCUIT [July 28] relative to Jim Seiler's [of American Research Bureau] finding TV sets all over the place. Our current tabulations are revealing the same sort of thing and I think it is probably well that the industry realize the extent to which this sort of thing is happening.

The other day, for instance, I was checking a South Dakota ballot 200 miles northwest of Omaha and was amazed to see both Omaha TV stations listed on a fairly frequent basis. A note on the bottom of the ballot, however, stated "our antenna is 85 feet high—on top of the silo"!

Another thing we run into frequently in these fringe areas is that the respondent will list two or three TV stations for the same channel and then state something like: "I wish that some time I could see the end of a show." Apparently these people tune in a channel and then just take whatever happens to come through—even when, half-way during the show, the picture will change to another program and another network.

Apparently this sort of thing has been going on for a longer time and to a wider extent than previous guesses have assumed. I am glad that Jim Seiler has had the confidence in his data that would enable him to take these occurrences seriously and incorporate them into his findings.

Kenneth H. Baker
President
Standard Audit & Measurement Service Inc.
New York.

* * *

In Unity, Weakness?

EDITOR:

I read with interest your article entitled, "Both Media Into One," in the July 21 issue of your publication. I have a very high regard for the judgment and ability of the people in RCA and NBC. I'm sure that, before the change was made back to an integrated operation, these men with their background and experience studied the matter with great care.

However, I too have studied the matter for a number of years. . . . I have a deep feeling that this move will hurt radio. I hope it doesn't. I am rather cold to any close working between program departments and sales departments as well as station relations in the operation of two networks—radio and TV.

. . . I feel that network and station operation should be completely separated and each should go out and fight for audience, clients and stations. . . .

I might add that once there was a Red and a Blue network. Many people felt that they should not be operated by the same group. Finally a separation was agreed upon and history records that both networks moved forward in service and strength and financial stability after each was put on its own.

Edgar Kobak
President
WTWA Thomson, Ga.

[EDITOR'S NOTE: Mr. Kobak, now president of Advertising Research Foundation, chairman of the executive committee of Broadcast Advertising Bureau, and business consultant, in addition to being president of WTWA, was executive vice president of the Blue network both before and after it was sold by NBC.]

* * *

Princeton Fumbled

EDITOR:

. . . In your July 28 issue you kindly referred to the picture we just completed for the American Telephone & Telegraph Co. and unfortunately our release was in error. The film, featuring Dr. Strieby, is not on television but rather on the subjects of coaxial cable and micro-wave installations. . . .

Jack S. Barlass
Executive Vice President
Princeton Film Center
New York

* * *

Line of March

EDITOR:

. . . BROADCASTING • TELECASTING continues to lead the ever-growing parade of trade publications in the radio and television fields. It's the one I read most carefully. . . .

Gerald L. Seaman
Radio-TV Director
Bert S. Gittins Adv.
Milwaukee

* * *

Hart's Desire

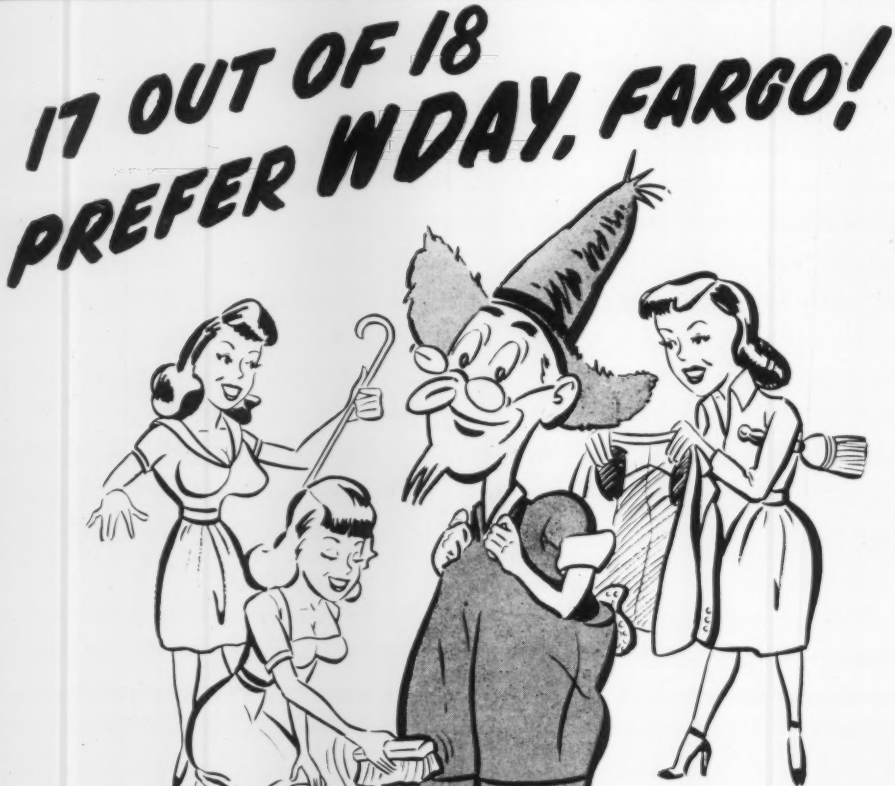
EDITOR:

Radio and TV did a great job with the recent convention coverage, but their press departments fell flat on their antennas with their service to radio-TV editors, literally starved for news.

It may come as a shock to those press departments that we have dailies, not weeklies, west of the Hudson.

Had they realized that, we're

(Continued on page 54)



An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?" 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station . . . a *3½-to-1 favorite over all competition combined!**

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than *all other stations combined!*

Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

** Competition includes local studios of the other three major networks.*

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

OIL SCIENTIST, using laboratory model, shows how water flooding revives oil fields which have lost natural "push." By pumping water into oil-bearing sands, trapped oil is forced toward outlet wells which bring it to the surface, where it is separated from water. This technique, now used in 800 water flooding projects in the U. S., is producing millions of barrels of oil which once seemed beyond reach.

Water Flooding Puts New Life in Old Oil Wells

Remarkable Recovery Method Helps Boost U. S. Oil Supplies To Record High

An ingenious method of oil recovery, in which actual water transfusions are used to put new life into worn-out wells, will add extra millions of barrels to the nation's record oil supplies this year.

By pumping water deep underground into oil-bearing formations which have lost their natural pressure, oilmen now coax more oil out of the ground than nature alone would yield. This "water flooding" method is typical of the many special conservation devices developed by oil scientists of scores of companies in their efforts to squeeze every last barrel of oil from existing fields.

In their vigorous struggle to outproduce their rivals U. S. oil companies use the latest scientific developments to set new production records year after year. Equally important, they have constantly improved the oil products America uses. For instance, 2 gallons of the high quality gasoline you buy today do the work that 3 gallons did in 1925. Yet today's gasoline is priced about the same as 25 years ago—only taxes are higher.

In peace or war, you benefit from the competition among America's privately-managed oil companies with the finest oil products at the world's lowest prices.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

(*Left*)
BENTON, ILL. is scene of typical water flooding success. Two years ago oil production here had slowed to a trickle. Today, thanks to water flooding, "grasshopper" pumps like this are approaching an 8,000 barrel-a-day production rate—over 10 times the rate before water flooding was started.

(*Right*)
MILLIONTH BARREL of oil recovered by Benton water flooding is celebrated by field crew. In projects like this, U. S. oil companies are constantly finding new ways to bring you high quality oil products at world's lowest prices.

Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 43 No. 6 AUGUST 11, 1952

FALL SLUMP CONFRONTS CBS RATE MEETING

Will Rates Be Cut? Decision in Chicago

TOMORROW (Tuesday) will be the day of decision for the CBS Radio network affiliates, whose deliberations will be spurred and perhaps influenced by an 18% lag in fall business signed by the network now in comparison with that on the books at this time last year.

Meeting at Chicago's Conrad Hilton Hotel, top executives of the CBS Radio outlets will receive a report from the committee they appointed early last month to meet with CBS officials in an attempt to find a satisfactory solution to the perplexing problem of radio network rates [B•T, July 7].

Guiding principle of that committee was the resolution, unanimously adopted by the 143 affiliate station executives attending the July meeting, urging CBS not only to "abandon and reject" any plans for further reductions in its radio network rates, but to rescind the rate cuts made a year ago, restoring evening rates to their former level and, in addition, increase daytime rates by not less than 20%.

Storer Report

It is anticipated the committee chairman, George Storer, Storer Broadcasting Co., will report the weekly meetings of his group with the CBS management have failed to convince the network officials of the soundness of the stations' position or alter their decision that the only way to attract more advertisers to CBS Radio is by offering better bargains. Mr. Storer, furthermore, is expected to tell the CBS affiliates that the network intends to pass along to them a share of the cost involved in continuing network service with a reduced scale of revenue.

The committee's labors have not been entirely in vain, however. In place of an overall slash of network rates by 50% or more which reportedly had been contemplated, the CBS management is now understood to be thinking in terms of a 25% decrease, and for nighttime only, with the change directly attributable to the determined stand of the affiliates.

Another accomplishment of the committee's efforts is said to be the willingness of CBS to explore the feasibility of making the reduction in terms of increased discounts, rather than as another direct cut in card rates. Still to be worked out in complete detail, this discount plan would involve a number of factors such as dollar volume, frequency of broadcast, and number of stations used.

CBS also is said to be giving serious attention to the petition of the affiliates for a boost in daytime rates. With its daytime hours —10 a.m. to 4:15 p.m.—entirely sold out [B•T, July 28], the situation here is quite different than that which obtains in the evening hours when TV competition is strongest. Although CBS has made no definite commitment on this point it is believed if the affiliates will agree to accept the network's decision to reduce nighttime costs to its advertisers, the network will go along with the stations in the matter of a daytime increase.

The CBS Radio affiliates, then, are confronted with the adamant position of the network that a reduction in nighttime charges, to be borne equally by the network and the affiliate stations, is essential to continuing the present quality of network service. If they agree to that, they are promised the reduction will be effected in a way that will not reduce base rates and so will not subject them to pressure for similar reductions in their spot and local rates. Also, they are given hope of an increase in network daytime charges which might enable them to raise their daytime spot and local rates accordingly.

When they met in July, the affiliates minced no words in denouncing rate cutting as a means of stimulating sales. Their resolution and the arguments of their committee since that time have failed to change the network's determination that rates must be reduced. They must now either accept the CBS stand, tempted by the considerable concessions their committee has been able to secure, or —barring the unlikely miracle of a new plan, as yet unborn, that would win approval of both sides—give up their CBS affiliations and go it alone as independents.

That the station managers appreciate the seriousness of the decision with which they are faced is attested to by the fact that as of Wednesday evening, nearly a week in advance of the Chicago meeting, 120 of the 165 CBS Radio affiliates who receive payment from the network for carrying its commercial programs had notified the committee of their intention to be represented. With the bonus stations, who also were invited, CBS has some 200 radio affiliates.

CBS, on its part, is understood

(Continued on page 24)

Fall business signed so far by the four radio networks is 16.4 percent below the volume that had been sold at this time last year, and some sponsors are holding up their plans to see whether rates are coming down. These facts certainly won't be ignored when CBS Radio affiliates meet tomorrow to discuss the network's rate adjustment plans.

Advance Sales Lag; Off 16% from 1951

CERTAINLY, the decision as to CBS Radio rates must be made shortly, if it is to have any effect on the network's fall business. A check of major advertisers in New York last week showed at least seven companies who are contemplating the use of network radio and TV during the coming fall-winter months but who have not arrived at definite decisions. It is a logical presumption that a desire on the part of these advertisers to learn what kind of a deal CBS will offer—and how the other networks will meet the CBS proposals—is at least a partial explanation for their delay in placing definite orders.

Orders Needed

And orders are what the radio networks need. As of last week the four national networks reported a total of 157 hours and 25 minutes of business on their books for fall, a drop of 16.4% from the 188 hours and 12 minutes of fall business reported in August 1951. CBS, with 59 hours and 35 minutes reported sold this year in comparison to 72 hours and 40 minutes sold at this time last year, shows a drop of 18.0%. NBC, with 47 hours this year against 59 hours a year ago, is down 20.7%. ABC is off 37.4% in advance fall sales, reporting 29 hours and five minutes this August against 46 hours and 25 minutes booked last year at this time. Mutual, with 21 hours and 45 minutes of fall business signed up to date, is 8.0% ahead of the 20 hours and seven minutes sold at this time a year ago.

Among the companies which have delayed decisions on their network plans for fall is Manhattan Soap Co. which, through Scheideler, Beck & Werner, New York, is contemplating both radio and television and most likely will underwrite a network show shortly.

Gulf Oil Co., which currently sponsors *Counter Spy* on NBC radio and *We, the People* on NBC-TV, is reconsidering both programs but will remain in network radio and TV. The programs, however,

(Continued on page 24)

Want to know who's applied for TV and where, what's the present state of grants and applications, when the FCC intends to process applications in your town? Complete status report on processing and priorities begins on page 57.

Advance Sales Lag for Networks

(Continued from page 23)

may not be the same. Although there, again, the decision is still up in the air, it is known that Gulf will not renew its association with *Life* magazine on the *We, the People* program after the present cycle runs out. Young & Rubicam, New York, is the agency.

Vick Chemical Co., through Morse International, New York, currently is looking for a commentator to place in a five-minute news program on Mutual, scheduled to start late in September, Sundays, 4:55-5 p.m. This marks the first time Vick has bought a national network show in about four years. The firm will continue, however, with its tremendous spot radio coverage.

Bristol-Myers, New York, through Young & Rubicam, that city, currently is contemplating its radio and TV plans. Under consideration is one plan which will start in September: Sponsorship of regional shows, following the pattern set earlier this year by Borden Co. The network show would be in addition to the regional plan and will be decided upon by Aug. 25.

General Foods, for its Birdseye and Jell-O, also is considering a radio network show, possibly daytime with a top comedian, but nothing definite yet has been formulated.

Lever Brothers Co. and Libby, McNeill & Libby are two other major advertisers known to be contemplating radio network shows.

Wildroot Co., Buffalo, extending its campaign through the week, has signed for a five-minute news program across the board on Mutual (Mon. through Fri., 7:55-8 p.m.), and additonally is picking up half sponsorship of Mutual's *20 Questions* (Sat., 8-8:30 p.m.) in lieu of its current half sponsorship of *The Shadow*, also on MBS (Sun., 5-5:30 p.m.). Wildroot agency is BBDO, New York.

While the total of network hours booked to date by CBS is below the total at this date a year ago, this does not mean necessarily a diminution in dollar volume, which depends on the number of stations used by the advertiser as well as the amount of network time. Such data are not yet available for fall but the Publishers Information Bureau reports for the first six months of this year [B•T, July 28 and story, page 28, this issue] show the CBS Radio network gross time sales to have fallen 24.4% below the level for the same period of 1951. For the same period NBC's radio network showed a decline of 19.4% in gross billings. These are comparable figures and directly reflect results of the 10% cuts in gross rates effected by both CBS and NBC in July 1951.

Not comparable are the 11.6% increase in ABC's gross time sales and the 15.8% increase for MBS for the first half of this year compared with the first half of last. These networks did not change their base rates but effected their price reductions to advertisers through added discounts, the technique proposed for adoption by CBS this year.

Merge Sales Forces

TWO major companies with noncompetitive products, Daggett & Ramsdell, Newark (cosmetics), and Zonite Products Corp. (feminine hygiene and toothpaste products), have merged their sales forces. The combined sales force will sell products of both companies. Erwin, Wasey, New York, is agency for both accounts. Daggett & Ramsdell is a spot radio advertiser.

AUTHOR meets news service executive and broadcaster in displaying a copy of his latest book, *Faith Is a Weapon*. Author is Tom Morgan (c), foreign affairs expert and special events chief for WOV New York, who presents book to his former colleague, Seymour Berkson (l), general manager of International News Service. Ralph N. Weil, WOV executive vice president, is the broadcaster. Messrs. Morgan and Berkson had covered Europe as newsmen 15 years ago. Mr. Morgan gathered material for book while abroad on year-long assignment with WOV offices in Italy.

Will Rates Be Cut?

(Continued from page 23)

to have told the committee that while it has no intention of summarily dropping affiliates who refuse to accept whatever rate adjustments it may make, neither will it hold such adjustments in abeyance in an effort to secure 100% compliance from its radio affiliates.

Based on its experience with the recent change in the CBS Radio affiliation contract which gave the network the right to change the stations' network rates at will and without previous consultation with the individual stations, CBS is hopeful the great majority of its affiliates will agree to bow to its judgment on rates. That contract revision, said to be necessary to enable CBS to "meet competition" in the event of a sudden rate cut by another network, was accepted by all but a very few of the networks, major affiliates. Holdouts were reported by CBS Radio officials as including WJR Detroit, WGAR Cleveland, WHAS Louisville and KIRO Seattle.

All four of those stations are represented on the affiliates committee which has been negotiating with the CBS management. They are: John F. Patt, WGAR and WJR; Victor A. Sholis, WHAS, and Saul Haas, KIRO. Other committee members are: Chairman Storer, William B. Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft WKRC Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Ray Herndon, KTRH Houston, and I. R. Lounsberry, WGR Buffalo, who also is chairman of the Columbia Affiliates Advisory Board.

Tomorrow's affiliate meeting will begin at 10 a.m. with a closed session at which the Storer committee will deliver its report. CBS President Frank Stanton, together with Adrian Murphy, president of the CBS Radio Network; Herbert V. Akerberg, CBS Radio station relations vice president, and Richard Salant, CBS vice president and general executive, who have represented the network in negotiations with the affiliates' committee, all will be in Chicago for consultation with the station group if called upon.

Taylor to Motorola

EDWARD R. TAYLOR has been elected a vice president of Motorola Inc., Chicago, with charge of sales and merchandising programs. He recently resigned as vice president in charge of markets for Hotpoint Inc., same city.

Where Do We Go From Here? . . . . . An Editorial

IN CHICAGO tomorrow (Tuesday) a momentous decision will be made. Will the CBS Radio affiliates (or a substantial majority of them) accede to a CBS Radio proposal which will have the practical result of reducing still further the cost of network time to the advertiser, thus drastically reducing the affiliates' "take" from the network?

The lines appear to be clearly drawn after four weeks of negotiations by a 10-man affiliates committee with CBS officials. The committee isn't unanimous. Nonetheless, a report will be made and the resultant action, according to the committee's own statement "will influence greatly your (the affiliates) further radio operations."

That is understatement. From what we are able to glean the result will seriously influence the status of all affiliates of all networks. It will influence the status of the independents too. It will change the overall economic structure of the medium. It will mean cutbacks in station personnel and programming.

For months we've said that the orthodox method of network operation is past. Both sides agree that changes are necessary. The affiliates, however they may vote under deadline pressure, generally feel that the networks haven't really sold network radio. They want to retain the *status quo* on nighttime rates, and increase daytime rates. The networks say this is sheer folly—and economic suicide.

It is clear that all of the CBS affiliates are not showing their hands now. There is being talked up the creation of a "quality network" of stations, to sell time cooperatively. This group—said to number more than 50—is exploring the prospect that if CBS invokes a cut, whether by the discount method or on the rate card, NBC will follow suit. NBC officials have candidly stated they are awaiting CBS's move, having withheld their own revised rate structure last year. Would there be NBC recruits in basic markets for such a "quality network" venture?

Such cooperative network plans have been proposed—but never adopted—some time in the course of every major network-affiliate crisis in the past dozen years.

The proponents of the independent network project understandably are loath to get out in front. They contend, however, that there's plenty of statistical support for their plan. They point out that while network business hasn't been sold—even at the 10-15% discount invoked last year—national spot and local business is substantially up. They cite the network transition as to their owned-and-operated stations, which are stressing national spot and local, and are trending more and more toward the independent-station programming format.

What these station owners will do, of course, depends upon the outcome of the sessions in Chicago tomorrow. Plans reportedly are made for a meeting call—if the Chicago events indicate that course—not necessarily confined to affiliates of CBS.

Thus, more than one decision is destined to be reached in Chicago tomorrow. It's the first one that really counts.

RADIO SALES

Effectiveness Measured by NBC

IN WHAT was termed "the first attempt to measure radio's sales effectiveness in 12 years," NBC last Thursday released results of a survey showing that people who listened to commercial programs bought from 11 to 111% more of the advertised products than did non-listeners.

The findings were cited as evidence that radio not only sells goods but does so just as effectively as in pre-television days, and at the lowest cost of any advertising medium. In some cases radio's effectiveness was shown to be greater in TV homes than in those without TV.

The study was conducted in Davenport, Iowa (a TV market) and Fort Wayne, Ind. (non-TV market) and the total area covered was described as "remarkably similar" in TV penetration—45%—to that forecast for the entire nation by next Jan. 1.

Out of the field work, which involved the asking of a total of 1,234,000 questions in personal interviews in more than 11,000 homes in the two cities, came findings which NBC called radio's "E.S.P." defined as the ratio of (1) Purchases of radio-advertised products by listeners to the program, to (2) Purchases of these products by non-listeners.

Groups Carefully Matched

In the case of each program studied, NBC researchers said, listeners and non-listeners were divided into two groups which were matched carefully so as to be as nearly equal as possible in size of group and in age, sex, income, education, size of family, magazine and newspaper readership habits and TV ownership.

The "E.S.P.'s" of six NBC programs were reported as shown in the "Relative Difference" column of the table below, the "Relative Difference" representing the percentage by which listeners, product-purchases exceeded those of non-listeners.

Per Cent Buying Sponsored Brand

	Matched Listeners	Non-Listeners	Relative Difference
Dr. Lyons, on STELLA DALLAS	4.1	2.5	+ 64%
Dial Soap, on DIAL DAVE GARROWAY	19.3	12.0	+ 61%
Schlitz Beer on HALLS OF IVY	6.3	5.1	+ 24%
Tums, on HOLLYWOOD THEATRE	11.8	5.6	+111%
Alka-Seltzer, on NEWS OF THE WORLD	21.5	17.9	+ 20%
Pet Milk, on MARY LEE TAYLOR	21.7	16.7	+ 30%

NBC officials said they did not plan to report overall averages for all the programs studied, or to list "vast numbers of examples." Those shown, they said, "represent neither the best nor the worst of those studied, but depict, as nearly as we can measure, the kind of results advertisers can obtain with these typical radio advertising vehicles."

They noted that the examples represent "several of the most typical ways of using network radio"—daytime serial, news, daytime variety, evening comedy, and drama—and also show "the sort of results obtainable by advertisers in some of the most important categories."

NBC authorities cited tests in connection with the *Mary Lee Taylor Show* as showing the difference between sales of the sponsored brand (Pet Milk) and sales of a competing brand (Carnation, which, though nationally advertised, was not using network radio in the markets being studied). Results were described as follows:

"Among non-listeners to this program *(Mary Lee Taylor)* sales of Pet and Carnation were approximately the same—16.7% vs 17%. People unexposed to the Pet program are nearly equal in their buying of the two brands.

"However, 21.7% of the listeners bought Pet, for a relative difference of plus 30%; while only 13.1% of these same listeners bought Carnation, for a relative difference of minus 23%. Pet went up. Carnation went down. Among non-listeners Pet was 2% behind Carnation. Among listeners, Pet is 66% ahead."

The study not only revealed that the number of purchasers is greater among listeners than non-listeners, but also that, in some cases, radio program's "E. S. P." was higher in TV homes than in non-TV home—"further proof of the elder broadcast medium's strength in today's competitive market."

In the case of the Tums program, for example, it was said that the "E. S. P." among TV-owning families reached 123%, compared to the 111% figure for both radio and TV homes. In the case of Firestone Tire & Rubber Co.'s *Voice of Firestone* radio program, which was reported to have an "E.S.P." of 11% for all homes, it also was found that:

"Gain in favorable attitude runs highest in TV homes of the sample where it reaches 16%. (The matching group was selected with great care to eliminate any influence from the TV version of this program.)

"Researchers also queried for attitudes toward a closely competing brand. Although Firestone's lead over this competition was only 5% among non-listeners, it jumped to 16% among *Voice of Firestone* listeners—a radio-created advantage of 3-to-1."

The survey also inquired into the amounts of time which people spend with various media. The average person, it was found, spends 4 hours 21 minutes a day with the four major ones, but with radio getting by far the most attention even though TV penetration was 45%:

Radio—124 minutes daily.

Television—83 minutes daily.

Newspapers—38 minutes daily.

Magazines—16 minutes daily.

Results of the survey were shown Thursday to radio and advertising trade newsmen at a con-

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NATIONAL NIELSEN-RATINGS TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA-WEEK

June 29-July 5, 1952

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	You Bet Your Life (NBC)	5.5
2	Arthur Godfrey's Talent Scouts (CBS)	5.4
3	Lineup, The (CBS)	5.4
4	Romance (CBS)	5.3
5	Railroad Hour (NBC)	5.2
6	Broadway Is My Beat (CBS)	5.0
7	Great Gildersleeve (NBC)	5.0
8	Big Story (NBC)	4.7
9	Dr. Christian (CBS)	4.6
10	Mr. and Mrs. North (CBS)	4.5

Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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DEPT. STORE ADS

Radio Share Could Be More—Cuff

RADIO'S share of advertising from department stores conceivably could be raised from the present figure of 3% to approximately 20% by an entirely different sales approach, Samuel H. Cuff, radio and TV consultant to the Allied Stores Corp., told more than 100 broadcasters attending last Tuesday's session of a Broadcast Music Inc. summer seminar in Denver. The seminar ran from Monday to Saturday.

Outlining in detail the experiences of Allied's "laboratory" store in Pottsville, Pa., where a 20% expenditure in radio has proved successful [B•T, June 30, May 5], Mr. Cuff cautioned his listeners against the "sniping-at-newspapers" sales approach. He said department stores must still use newspapers as their main medium. But, he added, emphasis can be placed on the use of radio as a supplemental medium "to reach people where newspaper readership is weakest . . . to reach people with greater emphasis, as the Pottsville tests are showing."

The Pottsville experiment, Mr. Cuff asserted, proved "so successful, economical and practical" that local stations throughout the country will soon realize an increased percentage in department store revenue "if stores in their markets follow the lead of the Pottsville laboratory."

"The unusual feature of the Pottsville plan," Mr. Cuff explained, "is that it does not employ commercials in specific program segments, but prefers to accept the station's normal program log and leaves the responsibility of building and holding the audience to the station."

Expansion of the plan to other sections of the country has met with the approval of Allied executives and their affiliate stores, Mr. Cuff said. Carl Haverlin, president of BMI, read excerpts from a letter by Russel A. Brown, vice president in charge of sales for the company, reporting that the company is "strongly urging our stores to seriously contemplate and put into effect a wider and more intensive use of radio as an advertising medium."

Seminar First in U.S.

The seminar was arranged by BMI through the cooperation of the Colorado Broadcasters Assn. and attracted broadcasters from 32 states and Canada. It was said to be the first of its kind ever held in the U. S.

In a talk on Monday, J. Leonard Reinsch, television consultant to the Democratic National Committee and managing director of WSB and WSB-TV Atlanta and other Cox stations, declared that radio is "a lot healthier than we think." He cited as evidence a recent survey comparing 1941 and 1951 "tune in" and total audience for several programs on WSB Atlanta.

"Our total circulation for those programs is higher today than in 1941," Mr. Reinsch asserted, "despite the additional competition of six more radio stations and three television stations."

The BMI seminar "faculty" was drawn from nine states and included, besides Mr. Reinsch and Mr. Cuff, the following speakers:

Murray Arnold, WIP Philadelphia; Sheldon Peterson, KLZ Denver; Wayne Sanders, KCNA Tucson, Ariz.; Gene Ackerley, KCOW Alliance, Neb.; George W. Allen, KNX Los Angeles; Robert J. Burton, BMI; Helen Cudworth, KFTM Fort Morgan, Col.; Robert Ellis, KGHF Pueblo, Col.; James Russell, KVOR Colorado Springs, Col.

Earl Glade Jr., KDSH Boise, Ida. and president of the Idaho Broadcasters Assn.; Jane Sterling, "Denver Post"; Earle C. Ferguson, KOA Denver; Ray Perkins, KFEL Denver; Jack William, KOY Phoenix; Frank Bishop and Brad Roberts, KFEL-TV Denver.

Greeting the broadcasters at a luncheon on Monday were Daniel Feder, dean of academic administration at the U. of Denver, and Thomas Campbell, acting mayor of Denver and manager of parks.

Arrangements for the activities of wives and children guests were handled by Russell Porter, director of the U. of Denver's radio department; Mr. Haverlin, and Al Meyer, president of the Colorado Broadcasters Assn.

CBS NET RISES

Reaches $2.8 Million In First Half of '52

NET INCOME of CBS Inc. and its domestic subsidiaries for the first half of 1952 (after provision for federal income taxes) totaled $2,851,415 as compared to $2,471,317 for the same period of 1951, a consolidated income statement showed last week.

Gross income for the first 26 weeks of this year was placed at $80,715,895 after deduction of discounts, commissions and returns, while the comparable figure for the first half of last year was $55,129,306. Net income before federal taxes was $7,151,415 this year against $6,346,317 last. It was pointed out the 1952 figures include the operations of Hytron Radio & Electronics Co. and CBS-Columbia Inc., manufacturing properties acquired by CBS June 15, 1951.

The CBS board (also see story page 53) meanwhile last week declared a dividend of 40 cents per share on its Class A and Class B stock, payable Sept. 5 to stockholders of record at the close of business Aug. 22. The CBS statement follows:

COLUMBIA BROADCASTING SYSTEM INC.
AND DOMESTIC SUBSIDIARIES

Consolidated Income Statement

	Six Months Ending June 28, 1952 (26 Weeks)		Six Months Ending June 30, 1951 (26 Weeks)	
Gross Income		$105,594,498		$77,836,266
Less—Discounts, commissions and returns		24,878,603		22,706,960
		$ 80,715,895		$55,129,306
Deduct:				
Operating expenses and cost of goods sold	$58,036,906		$36,948,890	
Selling, general and administrative expenses	14,386,093		11,044,286	
Provision for depreciation and amortization of leasehold improvements	1,217,382		875,598	
		73,640,381		48,868,774
		$ 7,075,514		$ 6,260,532
Miscellaneous income, less miscellaneous deductions		75,901		85,785
Income before federal taxes on income		$ 7,151,415		$ 6,346,317
Provision for federal taxes on income:				
Income tax	$ 4,270,000		$ 3,845,000	
Excess profits tax	30,000		30,000	
		4,300,000		3,875,000
Net Income for Period		$ 2,851,415		$ 2,471,317
Earnings per Share (Note 3)		$1.22		$1.44

Notes:

1. The 1952 figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) which was acquired June 15, 1951.
2. The provision for federal taxes on income for the first six months of 1951 as originally reported was calculated in accordance with the 1950 Revenue Act which was in effect at that time; this provision has been adjusted in this report to reflect the changes resulting from the subsequent enactment of the 1951 Revenue Act which was applicable to the full year 1951.
3. The 1952 per share earnings are calculated upon the 2,337,896 shares outstanding as of June 28, 1952 and the 1951 per share earnings upon the 1,717,352 shares outstanding on June 15, 1951 prior to the issuance of 620,544 shares as of that date for the acquisition of the Hytron group.
4. The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

August 6, 1952

Samuel R. Dean,
Treasurer

Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now let's ask our guest what dish would make his mouth water!"

AGENCY REBUFFED

Ware Squelches P. I. Bid

INTERESTED in mail order business?

William E. Ware, president of KSTL St. Louis, has just turned down a nursery account offered by a West Coast agency. His rejection was based on an unpleasant experience with a similar account which was placed through the same agency.

Here is Mr. Ware's reply to the agency:

"We have your letter of ..... before us, asking for availabilities for ..... A few minutes of investigation in our files reveals a similar letter of June 5, 1951, requesting time for ..... We furnished the time, received similar 4½-minute transcriptions from your office, ran the programs as directed, all of which resulted in two obnoxious situations.

"First, the station was never paid for its time. Second, the people who sent in their money never received the product. Those who sent in checks found them endorsed by your company, cashed, and still no merchandise.

"The situation got so bad that ..... had to deliver the merchandise to hundreds of people for which they received no money. Apparently their dissatisfaction was conveyed to you, witness the fact you are no longer handling their account.

"We are here to take care of legitimate business, and when you clean up your past mess and are prepared to pay in advance for your time and guarantee delivery of merchandise, we will at that time be glad to quote you further availabilities."

MORE LOCAL RADIO

Foreseen by WBS

STATIONS this fall will aim for increased local business to offset losses from national sources in the opinion of World Broadcasting System, which last Wednesday reported its renewal and new subscriber business was not experiencing a drop-off this summer.

These points were made in a report by Robert W. Friedheim, general manager, who noted that the past four months have been the best in the company's history with an upsurge in new clients and a large list of renewals.

Mr. Friedheim stressed that 1% of new sales in recent months were to network-affiliated stations which apparently plan to meet local advertiser budgets with low-cost library-produced shows.

The report noted that increasing emphasis on local level sales this fall was further indicated by the fact that 41 new World subscribers are also using another library service, news and other local origination and network co-op offerings.

Schlitz Account

JOS. SCHLITZ Brewing Co., Milwaukee, which four months ago had named Lennen & Mitchell (soon to be Lennen & Newell), N. Y., to handle its radio and television advertising, announced last week the agency also will handle its newspaper, magazine, trade paper and outdoor advertising, effective in October. Thus, the agency will handle the entire account, said to be about $6 million. Philip W. Lennen, board chairman of the agency, will be the account administrator.

SEATTLE MERGER

Unites Northwest Agencies

SEATTLE office of Ruthrauff & Ryan merged with Strang & Prosser Adv. agency of Seattle on Aug. 6, according to a joint statement by F. G. Mullins, vice president and manager of R&R's Seattle branch, and Joseph Maguire, senior partner of Strang & Prosser.

The entire executive and creative staffs of both organizations will be retained, with R&R's offices in Northern Life Tower Bldg., Seattle, undergoing expansion to make room for the enlarged staff. Facilities will be made available to clients by both the national agency and the newly-merged local agency which has served the Pacific Northwest for 40 years.

CBS-Columbia Budget

CBS-COLUMBIA Inc., CBS' television receiver manufacturing subsidiary, will back its 1953 line of TV receivers with a $1 million advertising budget to include radio and TV spot campaigns, according to Gerald Light, director of advertising and public relations for the firm. Ted Bates & Co., New York, is the agency.

FTC Cites 847 Ads

TOTAL of 847 radio and periodical advertisements were listed by the Federal Trade Commission during June as possibly false or misleading, with 452 referred to the Bureau of Antideceptive Practices, 206 to the Bureau of Industry Cooperation, and 189 to the General Counsel's Office.

XUM

Nobody figured this country judge had even an outside chance in the preferential primary for governor. But he took to the air in an amazing campaign that included one broadcast lasting a solid 24½ hours. The result was . . .

UPSET IN ARKANSAS WON BY 'TALKATHON'

By OLIVER R. SMITH*

RADIO'S POTENCY as a medium for political campaigning is being given a dramatic demonstration in the South. On the strength of the newly-developed radio "Talkathon" a little-known country judge staged a startling upset in the Democratic preferential primary for the governorship of Arkansas. With the same weapon he is making a strong bid to defeat Gov. Sid McMath in the runoff election Aug. 12.

This would presumably win him the governor's chair. In Arkansas the Democratic nomination is tantamount to election.

The Talkathon is a trademarked question-and-answer radio show of a type largely unexploited until now by the politicians. It's a kind of audience-participation quiz show in which the people ask, instead of answer, the questions. The candidate for office is supposed to answer the questions, and if his answers please or impress enough of the people he presumably will get the prize he seeks.

The only previous application of the political Talkathon, in its now trade-marked format, was in Florida's Democratic primary for governor six months ago. There it was credited with carrying a complete newcomer through the preferential primary and to within 5% of the runoff ballot total polled by the incumbent. A somewhat similar technique, though on a smaller scale, was used by Gov. Thomas E. Dewey, of New York, in successfully seeking reelection in 1950. Mr. Dewey's question answering was done on both radio and television.

The surprise showing of the country judge in the Arkansas race was a political miracle in which a novice with only a shoestring campaign fund whipped a combination of veteran politicans. The striking element is his method. He takes his story to the people by radio. And that's where the new Talkathon comes in.

Eight weeks ago, when he announced his candidacy for nomination as governor, Francis Cherry was known by few people outside of northeast Arkansas where he had served two terms as district judge. Opposing him for the nomination were four well-known and experienced candidates: the incumbent who had been in office four years, the state's attorney general, a former attorney general, and a congressman. With that kind of competition few observers believed Judge Cherry could run ahead of last place, and virtually none believed he could reach the runoff as one of the two highest in the preferential balloting on July 29.

Flimsy Funds

Against his opponents' well-geared and well-financed organizations candidate Cherry had little more than a toothpick for a lance. His campaign funds consisted chiefly of $8,000 of his own money augmented by gifts from some personal friends. His rivals, by contrast, had bulging war-chests whose contents were demonstrated by a large volume of campaign advertising.

Taking cognizance of these facts, the state's largest newspaper termed the 43-year-old judge as "naive" in politics. Newsmen who covered his activities would say privately: "He's a sincere and honest man; it's too bad he hasn't the slightest chance of getting anywhere."

These impressions were confirmed by results of an opinion poll conducted by a usually-accurate market research agency. It showed that after four weeks of the campaign Judge Cherry stood far back in last place.

Then midway in the campaign the soft-spoken jurist unlimbered the new secret weapon of politics. He and his campaign manager, Leffel Gentry, signed agreements with Houck & Co., Miami advertising and public relations agency, for use of the radio campaign formula it was offering as Talkathon. As manager for the Arkansas operation the firm sent Reggie

(Continued on page 44)

8 p.m. Wednesday

Freshly groomed, Judge Cherry starts his marathon performance.

The ordeal warms up, but his tie is still in press, his collar crisp.

Hours later, answering question phoned by listener, he has loosened tie.

Strain is beginning to tell as he listens to question being repeated by announcer.

8:30 p.m. Thursday

Judge Cherry gnaws at piece of chicken as 24½ hour "Talkathon" ends.

*** The author, a Ph.D., is chairman of the department of journalism and director of radio journalism curriculum and research at Brigham Young U., Provo, Utah. This summer he is serving radio news internship of Council on Radio-Television Journalism at KLRA Little Rock, Ark.**

NETWORK TIME SALES

Jan.-June Gross Shows 14.4% Rise

PROCTER & Gamble Co., in the first half of 1952, purchased $15,446,889 worth of time, at gross rates, on the national radio and television networks, according to a BROADCASTING • TELECASTING compilation of network advertising data reported by Publishers Information Bureau.

General Foods Corp., runnerup to P & G, according to expenditures for radio and TV network time during the January-to-June 1952 period, spent $7,912,806, at gross rates, for broadcast network time in that six-month span. Lever Bros. Co. ranked third, with purchases of $6,283,781 worth of broadcast network time; Colgate-Palmolive-Peet Co. was fourth, with $5,821,444, and R. J. Reynolds Tobacco Co. fifth, with $5,462,256.

Next five largest users of the radio and TV networks, in descending order, for the six-month period, were: Liggett & Myers Tobacco Co., $5,193,679; General Mills, $4,661,929; American Tobacco Co., $4,041,591; Sterling Drug, $4,007,230; Miles Labs, $3,853,125.

Radio top network time buyers for the six-month period were: Procter & Gamble Co., $8,456,639; Sterling Drug, $3,650,582; Lever Bros. Co., $3,604,891; General Foods Corp., $3,575,652; Miles Labs, $3,523,845; General Mills, $2,942,456; Liggett & Myers Tobacco Co., $2,570,749; American Home Products, $2,302,165; Philip Morris Co., $2,238,848; Colgate-Palmolive-Peet Co., $2,138,219.

TV network top time buyers in the January-to-June period were: Procter & Gamble Co. $6,990,250; General Foods Corp.; $4,337,154; Colgate-Palmolive-Peet Co., $3,683,225; R. J. Reynolds Tobacco Co., $3,676,425; American Tobacco Co. $2,766,870; Lever Bros. Co., $2,678,890; Liggett & Myers Tobacco Co., $2,622,930; P. Lorillard Co., $2,011,327; General Motors

(Continued on page 38)

* * *

TABLE I

Top Ten Radio Network Advertisers for June 1952

1. Procter & Gamble Co.	$1,375,029
2. Lever Brothers Co.	614,461
3. Miles Labs	568,349
4. General Foods Corp.	539,078
5. Sterling Drug	527,921
6. General Mills	439,619
7. Colgate-Palmolive-Peet Co.	364,289
8. Philip Morris Co.	362,732
9. American Home Products	335,046
10. Liggett & Myers Tobacco Co.	314,449

* * *

TABLE IV

Top Ten TV Network Advertisers for June 1952

1. Procter & Gamble Co.	$1,037,980
2. General Foods Corp.	679,179
3. Colgate-Palmolive-Peet Co.	672,313
4. American Tobacco Co.	512,740
5. R. J. Reynolds Tobacco Co.	493,470
6. Lever Brothers Co.	487,375
7. Liggett & Myers Tobacco Co.	450,030
8. P. Lorillard Co.	309,516
9. Gillette Co.	307,879
10. General Motors Corp.	298,647

TABLE II

Leading Radio Network Advertiser in Each Product Class During June 1952

Class	Advertiser	Gross Time Purchases
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$31,052
Apparel, Footwear & Access.	Cannon Mills Co.	9,440
Automotive, Auto. Access. & Equipment	General Motors	75,543
Beer, Wine & Liquor	Falstaff Brewing Corp.	83,525
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	66,088
Confectionery & Soft Drinks	William Wrigley Jr. Co.	129,920
Consumer Services	Electric Co.'s Advertising Program	78,859
Drugs & Remedies	Miles Labs. Inc.	568,349
Food & Food Products	General Foods	532,673
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	97,575
Household Equip. & Supplies	Philco Corp.	131,738
Household Furnishings	Burton-Dixie Corp.	36,222
Industrial Materials	E. I. duPont de Nemours & Co.	58,998
Insurance	Prudential Insurance Co. of America	126,977
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	45,560
Political	Michigan for Eisenhower Committee	47,267
Publishing & Media	Time Inc.	58,142
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	76,748
Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,344
Smoking Materials	Philip Morris & Co. Ltd.	362,732
Soaps, Cleansers & Polishes	Procter & Gamble Co.	977,651
Toiletries & Toilet Goods	Procter & Gamble Co.	327,944
Transportation, Hotels & Resorts & Agricultural Development	Assn. of American Railroads	77,378
Miscellaneous	American Federation of Labor	98,342

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for June and First Half of 1952 Compared to Same Period 1951

Product Group	June 1952	Jan.-June 1952	June 1951	Jan.-June 1951
Agriculture & Farming	$48,483	$373,416	$43,114	$349,507
Apparel, Footwear & Access.	18,622	146,812	9,060	491,497
Automotive, Auto. Access. & Equipment	344,625	2,044,363	302,831	2,331,700
Beer, Wine & Liquor	168,286	1,310,634	279,497	1,763,790
Bldg. Materials, Equipment & Fixtures	66,088	483,673	102,678	708,437
Confectionery & Soft Drinks	372,186	2,986,503	507,296	3,178,820
Consumer Services	221,383	1,221,829	245,634	1,668,012
Drugs and Remedies	1,675,630	11,060,600	1,874,230	12,515,930
Food & Food Products	2,860,969	19,354,474	3,446,762	23,461,215
Gasoline, Lubricants & Other Fuels	452,033	2,721,580	454,413	3,031,373
Horticulture	.....	109,923	.....	86,394
Household Equip. & Supplies	371,234	1,924,844	229,557	1,441,476
Household Furnishings	90,506	583,326	80,414	501,229
Industrial Materials	98,188	1,165,454	172,612	1,090,115
Insurance	287,312	1,758,912	279,035	1,585,612
Jewelry, Optical Goods & Cameras	45,560	527,048	82,622	611,105
Office Equip., Stationery & Writing Supplies	.....	361,557	.....	389,292
Political	81,154	87,153	.....	.....
Publishing & Media	68,774	420,250	16,355	166,643
Radios, TV Sets, Phonographs, Musical Instruments & Access.	122,363	759,155	263,636	1,299,294
Retail Stores & Direct by Mail	1,344	12,366	948	24,969
Smoking Materials	1,382,026	9,517,642	1,830,593	11,145,251
Soaps, Cleansers & Polishes	1,659,740	9,614,138	1,649,301	9,788,272
Toiletries & Toilet Goods	1,936,433	11,916,477	2,501,035	14,693,349
Transportation, Hotels & Resorts & Agricultural Development	77,378	483,923	83,199	660,545
Miscellaneous	487,653	2,511,118	417,289	2,551,405
TOTAL	$12,937,970	$83,457,170	$14,872,111	$95,535,232

Source: Publishers Information Bureau

* * *

TABLE V

Leading TV Network Advertisers for Each Product Group During June 1952

Class	Advertiser	Gross Time Purchases
Apparel, Footwear & Access.	Celanese Corp. of America	$ 45,350
Automotive, Auto. Access. & Equip.	Ford Motor Co.	264,980
Beer, Wine & Liquor	Pabst Brewing Co.	117,120
Confectionery & Soft Drinks	M & M Ltd.	57,550
Drugs & Remedies	American Home Products	161,310
Food & Food Products	General Foods Corp.	679,179
Gasoline, Lubricants & Other Fuels	Texas Co.	90,450
Household Equipment	Westinghouse Electric Corp.	206,925
Household Furnishings	Armstrong Cork Co.	67,860
Industrial Materials	Revere Copper & Brass	85,725
Insurance	Mutual Benefit, Health & Accident Association	26,880
Jewelry, Optical Goods & Cameras	Speidel Corp.	74,265
Office Equip., Stationery & Writing Supplies	Hall Brothers	95,775
Political	Michigan For Eisenhower Committee	44,760
Publishing & Media	Curtis Publishing Co.	68,100
Radios, TV Sets, Phonographs, Musical Inst. & Access.	RCA	141,536
Retail Stores & Direct Mail	Drugstore Television Productions	100,412
Smoking Materials	American Tobacco Co.	
Soaps, Cleansers & Polishes	Procter & Gamble Co.	851,500
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	519,007
Miscellaneous	Quaker Oat Co.	88,440

* * *

TABLE VI

Group TV Network Time Sales by Product Groups for June and First Six Months 1951-1952

	June 1952	Jan.-June 1952	June 1951	Jan.-June 1951
Apparel, Footwear & Access.	$114,605	$1,814,024	$138,980	$1,338,026
Automotive, Auto. Access. & Equip.	1,208,298	7,483,748	692,985	4,775,020
Beer, Wine & Liquor	351,162	3,130,870	415,742	2,314,023
Building Materials	.....	329,014	.....	7,690
Confectionery & Soft Drinks	306,948	2,649,176	204,486	1,286,876
Consumer Services	.....	94,620	28,112	315,712
Drugs & Remedies	449,776	2,700,681	304,985	1,178,220
Food & Food Products	2,380,086	17,211,238	1,984,434	11,897,230
Gasoline, Oil & Other Products	197,385	2,043,168	188,650	1,274,887
Horticulture	.....	12,370	.....	.....
Household Equip. & Supplies	818,084	5,234,095	495,899	3,463,458
Household Furnishings	126,551	1,218,654	284,995	1,938,259
Industrial Materials	253,600	2,111,824	144,103	1,611,353
Insurance	26,880	179,610	39,200	246,990
Jewelry, Optical Goods & Cameras	219,103	1,114,898	116,645	1,112,851
Office Equip., Stationery & Writing Supplies	95,775	834,835	39,465	168,555
Publishing & Media	68,100	375,132	83,415	398,078
Political	60,535	133,152	.....	.....
Radios, TV Sets, Phonographs, Musical Inst. & Access.	343,111	2,262,681	342,511	2,508,353
Retail Stores & Direct by Mail	100,412	595,850	155,565	991,270
Smoking Materials	2,284,000	13,976,241	1,224,631	7,343,715
Soaps, Cleansers & Polishes	1,469,876	9,467,789	911,691	4,457,092
Toiletries & Toilet Goods	2,338,690	12,753,292	1,111,736	5,778,966
Miscellaneous	111,995	1,004,288	88,710	691,502
TOTAL	$13,324,972	$88,731,250	$8,996,940	$55,098,126

Source Publishers Information Bureau.

NARTB MEETINGS

Open Aug. 18 at Cleveland

By J. FRANK BEATTY

ANNUAL NARTB district meetings begin Aug. 18 at Cleveland when District 7 (Ky., Ohio) broadcasters and telecasters assemble at the Hotel Statler in that city. Robert T. Mason, WMRN Marion, Ohio, is District 7 director.

The Cleveland opener starts a schedule of 17 regional sessions that will wind up Oct. 21 at District 1 (New England) in Boston.

Second meeting next week is that of District 8 (Ind., Mich.), to be held Aug. 21-22 at the Grand Hotel, Mackinac Island, Mich. Stanley R. Pratt, WSOO Sioux City, Mich., is District 8 director.

Through the next three months the meeting schedule will roughly follow a Monday-Tuesday and Thursday-Friday pattern, with a Labor Day interruption.

Harold E. Fellows, NARTB president, will make his second tour around the district circuit since assuming the presidency in June 1951. He will lead a headquarters crew that will include Richard P. Doherty, employe-employer relations director, and William T. Stubblefield, station relations director.

Other staff officers will be spotted at meetings throughout the schedule. Robert K. Richards, assistant to the president, and Ralph W. Hardy, government relations director, will divide the government affairs assignment. Mr. Richards is expected to take the first three meetings—Cleveland, Mackinac Island and then the District 11 (Minn., N. D., S. D.) meeting Aug. 25-26 at the Hotel Duluth, in Duluth. Mr. Hardy will pick up the assignment for the West Coast and Southwestern swing.

Board Members to Attend

For the first time, a member of the NARTB TV board will attend each meeting. William Fay, WHAM-AM-TV Rochester, N. Y., will be at the Cleveland opener. He will take part in a TV confession panel, a feature picked up from the annual convention held last spring in Chicago. This panel was one of the highlights of the Chicago convention, with aural broadcasters keenly interested in the problems facing TV stations and how the video outlets go about solving them.

The TV workshop sessions will be flanked by similar panels dealing with programming and news, though the meeting agenda varies among the districts in line with planning of district directors.

A new feature this year will be a packet of practical broadcast material which will be given all members who attend the meetings.

The material includes a presentation on ways of doing a good local news job; revised data on cost of constructing a TV station, based on current prices and latest technical developments; manual on political broadcasts; government relations handbook covering importance of legislation, glossary of terms and the story of how a bill passes Congress; program idea booklet for FM stations; collection of data showing the dimensions of the radio and TV industries, including latest figures on number of receivers, listeners, radio homes, etc.; new bulletins analyzing cost factors in station operation; index to NARTB services and publications; reprint of key know-how sessions at the spring industry convention, and copies of several speeches delivered by President Fellows.

Director Mason will open the Cleveland convention at 9:30 next Monday. After opening remarks President Fellows will deliver a major address on industry problems and association activities. A news clinic scheduled at 11:15 a.m. will be moderated by Ken D. Given, WLBJ Bowling Green, Ky.

A speaker whose name has not been announced will address the Monday luncheon. Mr. Doherty will conduct a management session from 2-4 p.m., dealing with operating problems in a period of inflationary prices. He will present new figures covering operating costs at all types of stations, by size of city and region. The extensive job of compiling these statistics is nearing completion.

A program clinic will be held at 4 p.m., with F. E. Lackey, WHOP Hopkinsville, Ky., as moderator. As in the news clinic the panel will be staffed by station managers and floor discussion will be a feature.

State legislative reports will be given at 5 p.m. by John W. Betts, WFTM Maysville, Ky., for Kentucky, and Robert C. Fehlman, WHBC Canton, for Ohio. A cocktail party, with Cleveland agency officials as guests, will wind up the Monday schedule.

Business Meeting for Opener

A business session will open the Tuesday morning proceedings, including report of the resolutions committee. Taking part in the TV panel that follows will be Mr. Fay; Thad Brown, NARTB TV director; his assistant, Howard H. Bell, and Edward H. Bronson, NARTB director of TV code affairs. The TV session is regarded by President Fellows as one of the top district meeting features. Included in the panel will be Allen L. Hatt, WSPD-TV Toledo, and James Hanrahan, WEWS (TV) Cleveland.

Mr. Fellows' Tuesday luncheon subject will be, "I Can Get It for You Retail."

The main feature of the afternoon meeting will be a report on association membership activities by Mr. Stubblefield, with discussion to follow.

At the District 8 meeting Thursday-Friday of next week the agenda will follow roughly the same pattern, with addition of a dinner meeting on the opening night.

Kenneth L. Carter, WAAM (TV) Baltimore, will represent the NARTB TV Board at the Mackinac Island meeting, leading the TV confession session on the second morning.

An innovation at Mackinac Island will be a luncheon on the second day at which wives will be present. President Fellows is slated to talk on a co-ed topic—how to live with a broadcaster, or without him. Winding up the District 8 meeting will be a business discussion, including resolutions.

A large group of NARTB associate member representatives will make the district meeting circuit, including transcription program, library, TV film and other service and equipment companies.

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NBC CHANGES

Brooks Resigns; More Unification

FURTHER changes in executive personnel duties, continuing the reunification of NBC's radio-TV operations, were consummated by the network last week.

It also was learned that Edward D. Madden, NBC vice president and assistant to the president, has been given the additional responsibility of directing NBC public relations following the resignation of William F. Brooks, effective Oct. 1, as public relations vice president.

Earlier NBC announced another realignment involving the network's production and spot sales functions. It follows a pattern set by NBC the past two months, with merging of radio-TV station relations the most recent development [B•T, Aug. 4].

A key appointment in NBC's sales structure was that of William N. Davidson, named national sales manager of NBC's Radio Spot Sales Dept. Appointment of Mr. Davidson, formerly with Free & Peters, station representative firm, was announced by Thomas B. McFadden, director of national spot sales. He succeeds Bob Leder, recently named general sales manager of WNBC New York.

The network also pursued its reintegration program at the production department level, selecting top executives for its new Film Division and setting up reporting procedure for a unified radio-TV production department.

Mr. Brooks resigned to open his own public relations office in New York and said NBC is one of three clients he already has lined up.

Mr. Madden, vice president in charge of NBC-TV sales and operations before he was named assistant to the president in the reintegration of NBC radio and TV operations a few weeks ago [B•T, July 21], will handle public relations in addition to his assignment as assistant to President Joseph H. McConnell.

The public relations functions relate not only to the public but also relations with NBC employes, clients, the FCC and government committees, talent, and owned-and-operated stations, and also include continuity acceptance.

Press Dept. Reassigned

NBC's Press Dept. under Vice President Sydney H. Eiges, which formerly was a part of the public relations department, was reassigned to report directly to Frank White, NBC vice president and general manager of the radio and television networks, when the radio-TV reunification was initiated. Mr. White was appointed to these posts last June [B•T, June 12].

Mr. Madden joined NBC Feb. 1, 1950, supervising television sales, film syndication, advertising, promotion and research. He planned, organized and administered the company's national expansion in these fields. Later in 1950 he was elected a vice president and assumed additional responsibility for NBC operations—studios, theatres, staging services and technical operations.

Mr. Brooks has been with NBC since 1942, starting as director of news and special events and rising to vice president in 1946. He was named vice president in charge of public relations when that post was created in September 1950.

Before joining NBC, he was an executive with Associated Press for 14 years. He also had been associated, in 1941-42, with *Forbes Magazine*, first as managing editor and later as executive editor.

The reorganization program for the film division and production department involves a number of positions.

Leonard H. Hole, formerly TV network production manager, was named NBC director of production under Frederic W. Wile Jr., vice president in charge of radio and TV production.

In the film division headed by Vice President Robert W. Sarnoff, John B. Cron was named manager of television film sales and Stanton M. Osgood was appointed manager of television film production. Both will report to Mr. Sarnoff. Mr. Cron has been manager of NBC's film syndication

(Continued on page 93)

Another Proof of Broadcasting's Impact for the Small Retailer

COATS IS WELL SUITED WITH RADIO

TONY COATS and Dick Eedy were busily working on that one-story store out on Highway 16, when WILS' Monte Meyer drove by. He stopped. They chatted. And out of the conversation, they agreed on a spot saturation campaign for the store opening. That was two winters ago. A comparison of the store's record since with WILS' contract folder on Coats tells the story, an ever increasing use of radio time and a corresponding expansion of the store's sales.

'RADIO is not only the most successful medium for my business but it is the most successful I've ever heard about . . . ."

That's the opinion of Tony Coats, co-proprietor of Coats Furniture Store in Lansing, Mich. Mr. Coats should know, for in a little more than a year he's expanded his furniture and appliance store three times and the only advertising medium that he uses is radio.

Here's his story:

Tony Coats had a dream. During his years at Shepherd Field in Texas as a flight officer during the last war, Tony dreamed of having his own business.

When Mr. Coats was honorably discharged in November 1945, he returned to Lansing, his home town, and took a job in a second hand furniture and antique store. In six months he became a full partner and manager of the store.

By 1948 he had formed a three-way partnership and was in business with two second hand stores and a parking lot.

Mr. Coats decided it was time to go into his own business—a complete furniture and appliance store—and in the winter of 1950-51 he began building a one story store on a lot east of East Lansing on U. S. Highway 16. A friend from school days, Dick Eedy, helped him.

One day as they were laboring on the building, Monte Meyer, a WILS Lansing salesman, drove by and stopped. While Tony and Dick poured cement, Monte chatted with them and established a friendship.

BEFORE the microphone for Coats is WILS' Dave Froh.

Monte also talked about radio advertising—he pitched a saturation spot campaign for the store opening plus a weekly spot campaign for the long term.

Tony and Dick bought the radio package. So it was to the tune of a heavy radio spot campaign that Coats Furniture Store had its grand opening on March 10, 1951. The place was jammed even though the boys had 15,000 square feet of selling space.

Tony had contracted with Monte for a one 50-word spot a day for five days a week on a year's contract. Within three months, Coats Furniture added three 15-minute segments of WILS' afternoon disc jockey show *Club 1320* presided over by disc jockey Dave Froh.

One week after Dave started selling for Tony, the contract was upped again to five 15-minute shows a week. Within the next five months—or eight months after opening the store—Tony and Dick had upped their business 300% and built another 2,500 feet of selling space onto their store.

But Dave had just started, too. In October 1951, Tony and Monte got together and increased the contract to a 25-minute show a day in *Club 1320*, running 2:05 to 2:30 p.m.

All during the normally slow winter months of 1951-52 Coats Furniture was holding its high business level and Dave was selling for Coats Furniture on WILS.

Meanwhile Tony and Dick leased an additional warehouse and converted their former warehouse to provide more selling space. In March, April and May 1952, Dave still was selling and Tony and Dick still were expanding.

Again Monte and Tony got together to increase the budget outlay. Now on WILS, Coats Furniture is running the regular *Club 1320* strip across the board and *also* a 25-minute strip of the morning music show *First Call* from 7:35 to 8:00 a.m.

As this story was written, Tony told Monte than June 1952 should be his biggest month. Radio advertising is the only medium Coats Furniture has used and Tony is doing one of the largest volumes of furniture and appliance business in central Michigan with only five men—because he "sells it in the crate." All five men, including Tony and Dick, share in the gross business and also share in the excess over quotas.

Tony and Dick run a friendly, personal contact business where they try to make a friend out of every customer. Dave Froh, with his friendly, personal, informal selling, is a perfect complement to the Coats' policy.

Part of the whole success is the mail Dave gets from his "fans" telling him about shopping at Coats. A typical letter follows:

Thought I'd drop you a line and let you know we were out to Coats last night and bought a beautiful living room suite. You're right when you said "they have such a huge selection of items, and what easy terms." I always thought (pardon my expression) you were just an 'ol blowhard, but I went out there after hearing so much out of you and found out how wonderful they are (the merchandise and sales people). Dick waited on us and I want to express my appreciation to a very nice firm, including WILS. . . .

How does WILS feel about all this?

"Naturally we think a great deal of Tony, not only for the business he has placed with us, but also because his success is so well known in Lansing that we have realized other important business from it." says Bill Pomeroy, WILS president.

Radio Sales Effectiveness Studied

(Continued from page 25)

ference led by John K. Herbert, NBC vice president in charge of radio and television sales, under whose direction the entire project is being executed.

The research activities were supervised by Hugh M. Beville Jr., NBC director of plans and research, and the network's Dr. Thomas E. Coffin, who, when he was chairman of Hofstra College's psychology department, originated the so-called "Hofstra Study" technique which NBC used first in TV research and now, in the "E.S.P." study, has applied in radio. Robert Elder, widely known consultant, was a special adviser on the project, for which the interviews were conducted during March by W. R. Simmons & Assoc., independent research firm.

A 13-minute sound slide-film presentation featuring the voice of NBC star Meredith Willson was prepared by the network's advertising and promotion department under the supervision of Ruddick C. Lawrence and Jacob A. Evans in order to depict graphically the high points of the survey results and methods, and will be used in showings to agencies and advertisers. Art work for this slide-film was by Walter Van Bellen.

Additionally, a promotion booklet entitled "Measuring Radio's Sales Power" and a research booklet detailing techniques of the study have been prepared for distribution, and on-the-air promotion of the study—citing highlights and inviting businessmen to write in for copies—is being scheduled.

Messages emphasizing that "every type of program in the survey showed definitely more customers among its listeners" were scheduled for broadcast on two NBC programs yesterday (Sunday): *Elmo Roper Show* (3-3:15 p.m. EDT) and *American Forum of the Air* (10:30-11 p.m. EDT).

NARTB BY-LAWS

Committee Drafts Revisions

REVAMPED by-laws to improve NARTB's combined radio and TV structure was drafted by the NARTB By-Laws Committee at a Thursday-Friday meeting in Washington.

The new by-laws will be submitted to the NARTB Radio and TV Boards in November, then must receive membership approval before going into effect. Chairman of the By-Laws Committee is A. D. Willard Jr., WGAC Augusta, Ga. Other members at the meeting were Leonard Kapner, WCAE Pittsburgh; Robert D. Swezey, WDSU-TV New Orleans, and Kenneth L. Carter, WAAM (TV) Baltimore.

Changes Presented

Proposed changes in the by-laws were presented to the committee by Judge Justin Miller, NARTB board chairman and general counsel.

Main difference centers around the powers of the overall NARTB Board of Directors and its two autonomous units—Radio and TV Boards. Sharp lines of authority have been lacking, with actual legality of some decisions of the boards remaining in doubt.

In many cases decisions have been reached by the Radio or TV directors which required approval of both, as well as approval of the combined board. The new by-laws are expected to clear up this confusion. At the same time, the new by-laws are designed to give the two types of station members the autonomy they desire, with the top board handling only top policy questions.

Drastic rewriting of the by-laws was effected in February 1951 when the then NAB board absorbed television stations into membership. The association's name was changed at that time to National Assn. of Radio & Television Broadcasters.

Provided for Chairman

Another change made at that time was to provide for a chairman of the board as well as a president, the latter to serve as operating head of the association.

In addition networks were given the privilege of active membership.

The 1951 revision of the by-laws was done in haste because of the problems involved in adding TV to the association. Since then many minor flaws have cropped up. Work of framing new by-laws was started some months ago by NARTB staff officials.

A major change in NARTB by-laws was made in 1939. Since that time dozens of minor changes have been approved by the membership of the association culminating in the 1951 version of the NARTB by-laws.

Leonard's Lament

LEONARD ROSS, a student at Don Martin's radio school in Hollywood, is progressing nicely in his engineering studies. Three weeks ago he obtained his novice radio operator's license at the FCC's Los Angeles office. Last week he passed the third-class commercial ticket test. He expects soon to qualify for a first-class license which on the record will qualify him for a man-sized job at any station. Despite his technical accomplishments, however, he may have to look around awhile. Leonard is 7.

Bernard Linden (l), of the FCC 11th district office and Leonard.

LICENSE RULES

FCC Simplifies on Renewals

TEXT of FCC order simplifying license procedures where renewals are involved—permitting licenses to remain in effect even though new license is not issued in time [B•T, Aug. 4]—was issued last week. Procedure provides that temporary extensions are not necessary any longer, provided that an application for renewal is filed on time. New Section 1.384 of the Commission's Rules and Regulations reads as follows:

(a) When there is pending before the Commission at the time of expiration of license any proper and timely application for renewal of license with respect to any activity of a continuing nature, in accordance with the provisions of Section 9 (b) of the Administrative Procedure Act, such license shall continue in effect without further action by the Commission until such time as the Commission shall make a final determination with respect to the renewal application. No operation by any licensee under this Section shall be construed as a finding by the Commission that the operation will serve public interest, convenience, or necessity nor shall such operation in any way affect or limit the action of the Commission with respect to any pending application or proceeding. A licensee operating by virtue of this Section shall, after the date of expiration specified in the license, post in addition to the original license the acknowledgment received from the Commission that the renewal application has been accepted for filing or a signed copy of the application for renewal of license which has been submitted by the licensee or, in services other than broadcast and common carrier, a statement certifying that the licensee has mailed or filed a renewal application, specifying the date of mailing or filing.

(b) Where there is pending before the Commission at the time of expiration of license any proper and timely application for renewal or extension of the term of a license with respect to any activity not of a continuing nature, the Commission may in its discretion grant a temporary extension of such license, pending determination of such application. No such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, or necessity beyond the express terms of such temporary extension of license nor shall such temporary extension in any way affect or limit the action of the Commission with respect to any pending application or proceeding.

(c) Except where an instrument of authorization clearly states on its face that it relates to an activity not of a continuing nature, or where the authorization is expressly denominated "temporary," or where the non-continuing nature is otherwise clearly apparent upon the face of the authorization, all licenses issued by the Commission shall be deemed to be related to an activity of a continuing nature.

U.S. CCIR GROUP

Plans Pre-Geneva Study

PROBLEMS of setting up improved worldwide standards of sound reproduction on disc and tape will be considered Thursday by U. S. Study Group No. 10 of the International Radio Consultative Committee (CCIR). The international study group convenes Aug. 25 in Geneva.

Neal McNaughten, chairman of both the U. S. and the international groups, will preside at the Thursday meeting, to be held at NARTB Washington headquarters. High-frequency broadcast problems are included in work of the study group, in line with assignments made at Geneva a year ago. Sound recording questions will be taken up Wednesday at a meeting of Committee Z-57 of the American Standards Assn., also at NARTB headquarters.

RADIO RAID

Harried Harry Pens Plea

RADIO is a powerful advertising medium—too powerful, sometimes—Hotel Bader, Spring Valley, N. Y., has discovered.

Located "in the heart of the Ramapa Mountains," Hotel Bader has been using broadcast time on WLIB New York with unexpected success, as described by Harry Bader, hotel manager, in this letter to Abe Lyman of WLIB:

The results obtained from our advertising on your program have been so fantastic as to be unbelievable.

For the month of July we were turning away people every day. For the month of August we can take no more reservations.

Under the circumstances we wish to cancel our August broadcasts. Every time you make an announcement we get calls for reservations and have to tell the people that we cannot take them. They get angry at both me and you for advertising when we have no more accommodations.

I assure you that I will make it up to you next year and I hope many years after that.

KTXC-KFST CASE

Walker Favors Renewal, CP

INITIAL decision favoring renewal of KTXC Big Spring, Tex., and setting aside revocation of a construction permit for KFST Ft. Stockton, Tex., was issued last week by FCC.

The case involved questions of partnership agreements (ownership and control) and new methods of financing which the licensee of both stations failed to report promptly to the Commission. As a result, FCC in March 1951 set the renewal application of KTXC for hearing and revoked the CP for KFST. The revocation was suspended and the two applications were consolidated for hearing before Chairman Paul A. Walker.

KTXC is licensed to Big State Broadcasting Corp., on 1400 kc with 100 w fulltime. KFST is assigned 860 kc, 250 w day. Principals in both stations are V. T. and E. W. Anderson and G. T. and Clyde E. Thomas. Leonard R. Lyon, the original licensee of KTXC, no longer has any interest in the two stations.

'Serious Questions' Raised

Chairman Walker held that the licensee did not show "good faith" in failing to disclose a number of partnership agreements to the Commission. Specifically, he noted that for several months prior to FCC approval of the assignment application, Mr. Lyon was not in complete control of construction and operation, though he was the licensee. Chairman Walker said "serious questions" had been raised as to the licensee's qualifications by failure to amend its application. But he continued:

In view of the comparatively short time the new owners have controlled the subject stations and the high regard in which they seem to be held in the community, as well as the need for broadcast service in Big Spring and Ft. Stockton, Tex., as shown by the record, we have resolved doubts in this case favorably to the licensee, and, in the public interest, have determined to give the licensee an additional chance to make the stations succeed.

KFST, which is not yet on the air, is authorized to Ft. Stockton Broadcasting Co.

Lewisohn Cancellation

NBC cancelled a special radio broadcast of the Rodgers and Hammerstein concert at Lewisohn Stadium in New York Aug. 2 after the American Federation of Radio Artists (AFL) declined to waive its minimum fee for choral singers scheduled on the program. An AFRA spokesman said the union employed a waiver occasionally in the cases of highly-paid singers appearing for charity or governmental agencies but pointed out this incident involved choral singers whose livelihood was at stake.

In Los Angeles, Radio reaches

Want to go places in Los Angeles? Radio is your ticket to saturation coverage of this decentralized city. *Because 99% of all homes in metropolitan Los Angeles are radio homes.*

Only radio (with nearly four times the set-ownership of TV) carries your sales message throughout the multiple suburbs of fast-growing Los Angeles, the nation's largest city in land area and third largest in sales.

And of all stations, KNX has remained far out front during the first half of 1952, *winning 42.7% more quarter-hour firsts than all other Los Angeles radio stations combined.* And at night, when TV viewing is at its highest, KNX delivers more families than the average television station . . . *at less than half the cost!**

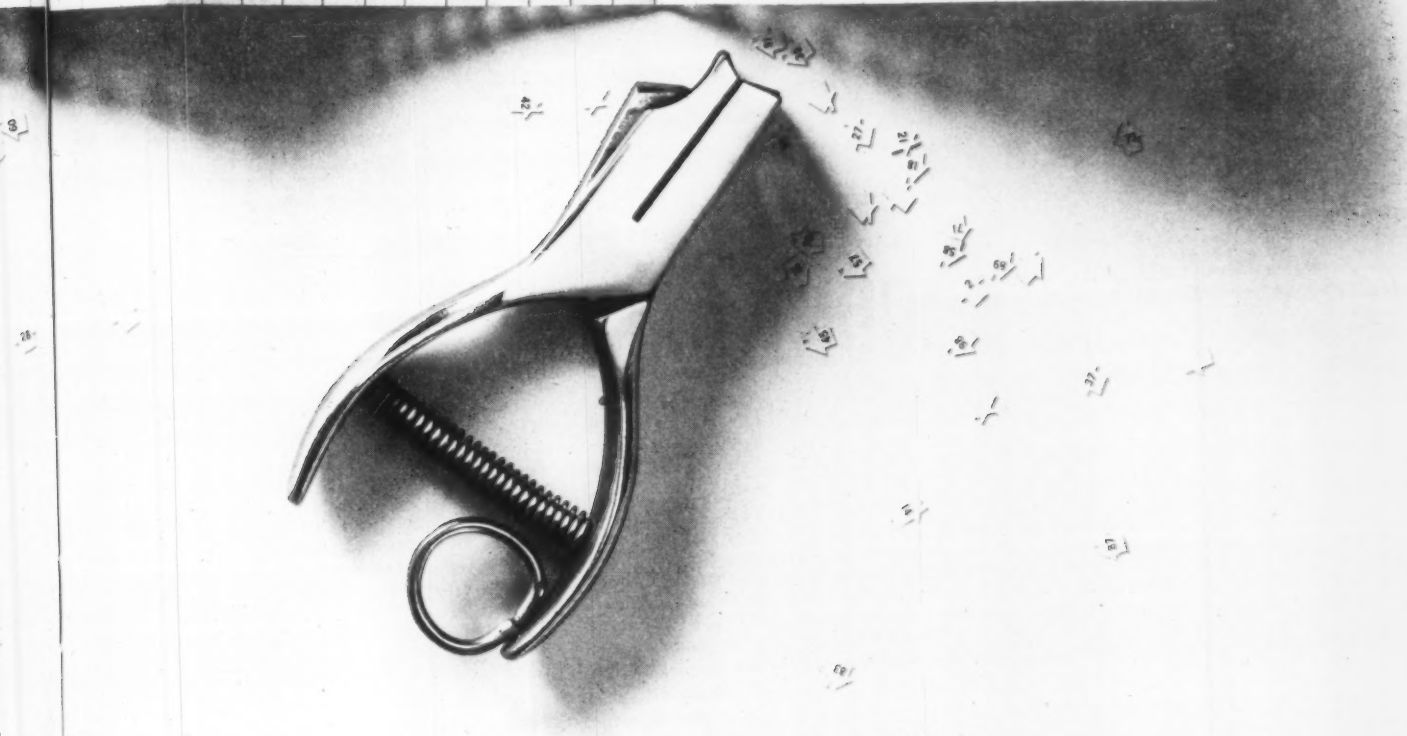
You're bound for better-than-ever sales in Southern California when you use KNX. Call us or CBS Radio Spot Sales and we'll start you on your way today.

SOURCES: Sales Management, June 1952 • SRDS, June 1952 • Radio and TV Pulse of Los Angeles, Jan.-June 1952 • BMB, 1949

CBS Owned · 50,000 watts · Represented by CBS Radio Spot Sales
THE MOST LISTENED-TO STATION IN LOS ANGELES **KNX**

*Class A one-minute breaks

es just one percent less than everybody!



XUM

CAMPAIGN COSTS

Parties Eye Time Outlays

PRE-ELECTION planning moved further afield last week as the two major political parties took a cold calculated look at the high cost of campaigning.

What they saw was not precisely encouraging. With the conventions out of the way and the campaigns actually underway, the two parties are confronted with the economics of paying for radio and video time.

But even so, they could be assured by the networks and stations that broadcasters would not wax rich on political time purchased between now and Election Eve. The networks sustained cumulative losses ranging between $3 and $5 million for coverage of the two nominating conventions, it will be recalled.

Actually, the major radio-TV networks will continue to spot some non-political or non-partisan speeches as free-time, public service broadcasts. The frankly political campaigns won't actually get underway until after Labor Day.

But top leaders of both parties, notably the Democratic Presidential nominee, Gov. Adlai Stevenson, have made no secret of the fact that they are "appalled" by the high cost of campaigning, including use of television.

The $3 million limit on campaign expenditures is regarded not alone as unrealistic by today's HCL standards but also as academic. Each party will actually spend far in excess of that sum in radio-TV when contracts for time purchases by state and other local factions are taken into consideration. The Hatch Act applies specifically to the national committees, and does not cover these state committees or independent groups.

Local Time Included

Actually, the sum expended should reach its highest level for a Presidential election year. Senatorial, Congressional and gubernatorial candidates will buy time locally, exclusive of the network time committed for the Presidential and Vice Presidential slates. The latter will almost surely run close to $2 million each for the GOP and Democratic National Committees. Both committees have lined up segments of radio-TV time.

With an eye on TV's high cost for live programs, including cable charges and time, plus any pre-exemptions that may be necessary, party offcials are realizing anew that radio is far from "dead." Specially prepared films and transcriptions are planned by both parties at the national level, as well as by individual candidiates working through their respective campaign committees on Capitol Hill and party organizations in their constituent areas. The agencies—Joseph Katz Co. for the Democrats and Kudner for the GOP—are looking into availabilities.

Radio's basic economy is only one factor. The medium also lends itself to statewide or other selective network hookups, enabling the Senatorial and gubernatorial candidate to directionalize his campaign. This was the method used by Sen. Robert Taft (R-Ohio) during the 1950 campaign. Sen. Taft also appeared frequently on television. Radio has been cited as a good regional bet by the Democratic and Republican National Committees.

There is still conjecture as to how much time either national committee will contract with the major TV network (neither has released a schedule) and how often the General and Governor will appear on television. The TV roles of the Democrats' Vice Presidential nominee (Sen.) John Sparkman (Ala.) and Republicans' (Sen.) Richard Nixon (Calif.) are undetermined.

Many TV Appearances

Neither Gen. Eisenhower nor Gov. Stevenson has appeared frequently before the cameras, although the GOP candidate is admittedly more widely known to the American people. Gov. Stevenson is being induced to schedule as many major TV appearances as posible in light of the fact that he is comparatively unknown to the voting public outside of Illinois. That decision will primarily be his.

Sen. Blair Moody (D-Mich.), a top administration leader and himself a staunch media supporter and ex-newspaperman, reported last Thursday that he had advocated such a course. He suggested to the Governor that he appear with Gen. Eisenhower on television to discuss campaign issues this fall in a series of one-hour debates. He quoted the Governor as "interested" but said he did not react "definitely."

Gov. Stevenson was queried at his Springfield, Ill., news conference Monday about his campaign plans in a question by Scotty Reston of the *New York Times*.

The governor said, "I have been appalled by what I have learned in the last few days about the cost of the use of television, and, for that matter, the cost of national campaigns, with which I was not entirely familiar.

"I am frank to say without any embarrassment or self-consciousness that I think the Democratic national ticket is going to be at a disadvantage in this campaign with respect to total funds available. I am hopeful that the Democratic National Committee can raise sufficient funds to take advantage of that medium, and all other means of communication, adequately.

"I am fearful that we will by no means be able to match the Republican campaign dollar for dollar," he asserted.

Shortly after his nomination in Chicago, the Governor was asked to what extent he planned to use TV in his campaign. His answer: "To the extent that we can pay for it."

Another Monday question came from Don Whitehead of the AP, who asked him if he had any cost estimates regarding the campaign.

The Governor answered, "I think the best [estimate] I can make now is that you do not run these campaign on a basis of estimated cost. You run them to the full extent of all the money you get, and the illuminating feature is the funds

(Continued on page 40)

TRUMAN ASKS

Radio-TV to Urge Voting

RADIO and television along with other media "can do much to enlist interest" in bringing out voters next November, President Truman told his news conference Thursday.

NARTB, in cooperation with American Heritage Foundation and Advertising Council, is conducting a Register-and-Vote Campaign and has named state broadcasters committees for local promotion.

President Truman said more than 29 million adult Americans were not even registered to vote as of last January and recalled that only 51% of eligible voters went to the polls in 1948. He showed how 75% to 90% of voters cast ballots in foreign countries.

"The privilege of voting is one of the most treasured rights on earth, as those who live in totalitarian countries can testify, but we cannot have a big vote in this country without a big registration," the President said.

Harold E. Fellows, NARTB president, wired Mr. Truman Thursday that American broadcasters and telecasters already have launched their campaign. State broadcasters, associations throughout the nation "are joining enthusiastically in the campaign," Mr. Fellows wired the President.

"As in other undertakings of such scope and importance," Mr. Fellows added, "you will find the nation's great broadcasting media lending enthusiastic and generous support."

Heading the national campaign committee is John Patt, WGAR Cleveland. Other members are Roger W. Clipp, WFIL Philadelphia; Frank Fogerty, WOW-TV Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford, Conn., and Joseph Wilkins, KFBB Great Falls, Mont.

PARAMOUNT CASE

FCC Asked to Clarify

FUTURE of the Paramount case—whether it truly will be expedited or not—went back into the hands of the FCC last week when FCC Hearing Examiner Leo Resnick asked for clarification of two items in the Commission's order two weeks ago [AT DEADLINE, Aug. 4].

Mr. Resnick asked the Commission to rule on whether (1) the Scophony testimony should be continued, and (2) the hearings should be held open to take testimony on anti-trust cases subsequent to the cut-off date of Aug. 7, 1948.

Meanwhile, Mr. Resnick also scheduled resumption of the combination case for Aug. 12.

If the Commission answers his questions in the negative the session will be devoted solely to tying up loose ends in preparation for a decision.

If the FCC answers the examiner's queries affirmatively, then the case will pick up where it left off when the hearings were halted in mid-July [B•T, July 14].

The case involves the merger of ABC and United Paramount Theatres Inc., the sale of WBKB (TV) Chicago to CBS and the renewal of the license of Paramount Pictures' KTLA (TV) Los Angeles among other issues.

In conferences Aug. 5 and 6 with attorneys, Mr. Resnick ruled:

(1) The question of the credibility of witnesses, involved in testimony regarding anti-trust cases prior to 1948, was nullified by the Commission's order two weeks ago.

(2) Although the Commission spoke only of licensees in its order two weeks ago, the deletion of anti-trust cases prior to three years ago applied equally to those parties who technically were only permittees or grantees.

The examiner also called for proposed findings within 20 days on the question of whether Paramount Pictures controls Allen B. DuMont Labs. by virtue of 29% ownership of DuMont stock.

The Commission's order—which denied pleas for a quick end to the case—also enunciated policy regarding consideration of past anti-trust violations in license renewal cases. These were limited to events occurring not later than three years from the date of applications.

Exempted from the time limitation were anti-trust actions involving radio communications.

The Scophony details revolve

(Continued on page 36)

XUM

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NEW G-E DEVICE STEALS SHOW FOR CBS-TV

Photo courtesy of The New York Times

Startling Split-Screen Technique at Political Conventions Achieved With G-E Electronic Wipe Montage

Wedging an image of the booth commentator onto the same screen with panoramic convention shots was hailed as the technical hit of both conventions at Chicago.

Developed and manufactured by General Electric, the electronic wipe enables a TV supervisor to show two different scenes on one screen at the same time. Electronic control permits the operator to vary the size and accurately position either picture shown by simple hand manipulation.

Best for live commercials

The device can be used in conjunction with a slide projector to get a variety of superimposed patterns —heart or diamond shapes, for example. Possibilities for special effects with live commercials are unlimited. This G-E unit is the only commercial amplifier that makes possible for television all the pictorial effects previously available only to motion picture producers.

In quantity production

At Electronics Park, G-E television headquarters, new units are now in quantity production. Early orders from broadcasters are being filled directly from stock.

What They Say About New Device

Newspaper and magazine comment about the wipe montage has been enthusiastic. Samples:

NEWSWEEK: ". . . technical trick of the week was CBS-TV's insert in the lower right-hand corner of the screen which put both commentators and the floor scene on the screen at once . . ."

THE NEW YORK TIMES: " . . . best (technical innovation) was the new split-screen technique employed by the Columbia Broadcasting System . . . it was very effective . . ."

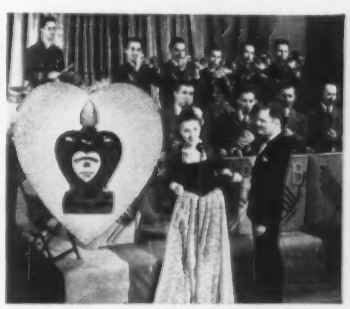
". . . a most interesting technical development, the split-screen presentation is achieved by electronic rather than optical means . . ."

DAILY NEWS: "Several of the best touches of the TV coverage (included) the super-imposing of CBS-TV newsman Walter Cronkite's picture in the lower right-hand corner of the larger picture..."

RADIO-TELEVISION DAILY: "Trade talking about the montage effects obtained by the pool TV producers at convention hall . . ."

Special Tube Application Behind Wedge-Wipe Effect

Taking full advantage of the characteristics of the standard 6BN6 tube, W. L. Hurford, General Electric engineer, designed his special effects circuits to utilize the electronic keying capabilities of the tube. The result is a versatile amplifier that performs many functions with little more equipment than was previously needed to deliver only a horizontal wipe.



Literature available

Station managers and engineers may obtain, at no charge, an explanatory article reprint plus Bulletin X54-124 on this TV montage amplifier and control panel by contacting their nearest General Electric television representative or writing directly to *General Electric Company, Section 282-11, Electronics Park, Syracuse, New York.*

Now Available From Stock . . . Costs Less Than $2000

Through G-E offices in all principal cities, the electronic wipe montage, complete with control panel, may be obtained on an immediate delivery basis. Price of the unit is $1880 complete. Call your General Electric television representative for immediate shipment from stock.

GENERAL ELECTRIC

Paramount Case

(Continued from page 34)

around the implications by FCC witnesses that Paramount Pictures attempted to stymie the development of the Skiatron system of TV. From 1941 to 1945, Paramount Pictures owned 25% of Scophony Corp. of America. General Equipment Corp. owned another 25% and the British parent company the remaining 50%. The combine was dissolved in 1946 by a consent decree following a government anti-trust complaint.

When the present hearings were halted, cross-examination of Arthur Levey, president of Skiatron Corp. (successor to Scophony), was about to begin.

The question at issue is whether the Scophony situation should be considered exempt from the three-year-limitation on anti-trust matters.

Paramount Counsel Paul A. Porter, former FCC chairman, advised that it will take five to seven weeks to complete cross-examination and present rebuttal testimony on the Scophony aspect, Mr. Resnick told the Commission.

Although reports of anti-trust cases against Paramount Pictures (and, by association, United Paramount Theatres) already are in the record, FCC Counsel Frederick W. Ford apparently wants to develop them through testimony of witnesses.

To do so would require a month for preparation and "several months" to put the details into the record, it is understood.

Violations Since 1948

FCC's legal team was working on the theory that by highlighting past anti-trust difficulties of Paramount Pictures it could prove that such violations were habitual.

Now that the Commission has eliminated consideration of such activities more than three years old, the FCC lawyers feel it behooves them to introduce testimony regarding violations since 1948.

Among the 531 anti-trust cases in which Paramount Pictures has been involved between 1920 and 1951, some 234 were filed after September 1948.

In addition, there are such recent cases as the government's suit against (a) twelve motion picture producers and distributors for withholding 16mm prints of feature pictures from TV and other non-theatrical exhibitors [B•T, Aug. 4, July 28], (b) Madison Square Garden and the International Boxing Club for withholding the sale of radio and TV rights [B•T, Mar. 24] and (c) National Screen Service Corp. for monopoly in production and distribution of trailers and other advertising products [B•T, May 12]. Also referred to was *Milgrim* vs. *Loew's Inc., et al*, for withholding motion picture rentals to drive-in theatres.

The 16mm case does not involve Paramount. However, Theatre Owners of America is named as co-conspirator. UPT director Robert B. Wilby is a member of the TOA executive committee. Leonard Goldenson, president of UPT, is co-chairman of the TOA finance committee and Robert A. O'Brien, UPT secretary-treasurer, is chairman of the TOA theatre-TV committee.

Defendant Madison Square Garden contains on its 16-man board three members of Paramount Pictures: Stanton Griffis, Edward Weisl and John Hertz.

Paramount Pictures is named as one of the defendants in the National Screen Service Corp. case.

Paramount Pictures also was named in the Milgrim case.

ACCENT is on a milestone—the 25th anniversary of a man with a station —as congratulations go out to Harold L. (Hax) Hadden, film projection supervisor of WOR-TV New York. Above token of appreciation was given by J. R. Poppele (third from left), vice president in charge of engineering for WOR-AM-TV and MBS, and Charles Singer (pointing), assistant chief engineer, 30 and 25-year radio veterans themselves. Taking part in ceremonies, which included luncheon presentation of gold watch and pin, were these staff members (l to r): Newland Smith, George Riley, Mr. Poppele, John Ruddley, Mr. Hadden, James O'Connor, Mr. Singer and Eric Herud.

WBS Negotiations

WORLD Broadcasting System announced last week that it has signed Jack Shaindlin, film musical director, to conduct a series of especially-arranged transcriptions for the company. In another announcement, Herbert Gordon, World vice president in charge of production, said the company has completed arrangements with colleges and universities throughout the country to record their official songs for World's program service.

VOICE CONTEST

Community Activity To Open Aug. 15

SCHEDULE of community and national events marking the sixth annual Voice of Democracy Contest has been sent to schools and organizations taking part in the competition, one of the nation's major scholastic features. Over a million senior high school students wrote and voiced essays last year.

The schedule announced by Robert K. Richards, NARTB assistant to the president and chairman of the national contest committee, opens with first meetings of community committees Aug. 15. These will be followed the next day by announcement of contest plans through radio, TV and newspapers.

The U. S. Office of Education, which endorses the competition, is directing the mailing of official announcements to school officials and students.

Oscar Elder, assistant director of the NARTB public affairs department in charge of contest operations, said NARTB will send five five-minute model transcribed speeches voiced by eminent Americans. These are designed for broadcast by stations during the week of Nov. 9-16, National Radio & Television Week, as a guide to those taking part in the competition. Students will be encouraged to listen to the speeches as a classroom assignment.

Actual scripts are to be prepared by students during the Nov. 17-21 period, with stations providing assistance. In-school and community eliminations will be held Nov. 24-28. Dec. 6 is deadline for delivery of community winner's transcriptions to state judging headquarters. State and territorial winners' transcriptions are to be in the hands of the national contest committee by Jan. 1. Four co-equal national winners will be announced Feb. 1. Winners will be guests of the cooperating contest sponsors Feb. 13-22 and will visit Washington and colonial Williamsburg, Va. Scholarship checks and radio-TV prizes will be awarded Feb. 18 in Washington.

Joint sponsors of the contest with NARTB are Radio-Television Mfrs. Assn., which supplies manufacturer-dealer cooperation, and U. S. Junior Chamber of Commerce, whose national and local units handle staging of elimination contests.

DEE ENGELBACH, for past two seasons producer-director of NBC Radio's *The Big Show*, is scheduled to produce a full-hour all-star radio program for benefit of Community Chest's Red Feather campaign. Line-up of performers and broadcast date and time of show will be announced later.

WU RACING WIRE

FCC's Litvin Hits Tariff

TARIFF regulation proposed by Western Union for the purpose of curbing illegal transmission of racing information is "unjust, unreasonable and discriminatory," FCC Hearing Examiner Fanney Litvin ruled in an initial decision handed down last Thursday.

The telegraph company offered the new tariff to restrict users of its racing wire to radio-TV stations, press associations and other qualified lessees. Examiner Litvin recommended that the Commission order WU to rescind the provision because it "abridges the right of free speech and free press of legitimate users" under the Fifth Amendment.

FCC has been studying race broadcasts with respect to possible use in illegal gambling. It has been interested in the rapidity with which race results are aired and the amount of detail given. The Commission last spring cited 16 stations for carrying horse racing programs and set their licenses for hearing [B•T, May 26, March 23].

Examiner Litvin claimed that the proposed regulation will not prevent WU facilities from being illegally used. As a case in point, she said:

> It arbitrarily . . . withholds leased facility service for the transmission of . . . racing news from wired music services which may furnish programs of music with spot racing news for entertainment at public places, although permitting its service to be used by radio stations which likewise may broadcast musical programs with spot racing news which may be received in public places.

It was held that the proposed tariff thus sets up an arbitrary standard under which all persons not deemed within the eligible classes selected by WU would be refused service even though it might be used for legitimate purposes. Persons now eligible, Examiner Litvin found, would thus be adjudged ineligible under the regulation.

Publications and newspapers with second-class mailing privileges would be included as eligible lessees, along with broadcast stations and press associations.

WALSH APPOINTED

To 'Crusade' Post

APPOINTMENT of Richard B. Walsh as executive vice chairman of the "Crusade for Freedom" was announced Friday by Henry Ford II, national chairman of the organization.

Mr. Walsh resigned from the U. S. State Dept. to accept the position with "Crusade." He is a former New Haven, Conn., newspaperman, who also has served as director of public relations for Connecticut and as assistant vice president of Trans-World Airlines.

In his new post, Mr. Walsh will be a key figure in the "Crusade's" 1952 campaign to raise $4 million between Nov. 11 and Dec. 15.

XUM

Recognized Radio And TV Appraisals

Blackburn-Hamilton Company has appraised hundreds of radio stations and a large number of TV properties. These appraisals have been made for a variety of purposes such as sales, tax problems, settlement of estates, insurance, financing, etc. In many cases a Blackburn-Hamilton Company appraisal has formed the basis for important testimony in court cases, tax hearings, etc., and other official proceedings.

Our complete in-the-field appraisal compiles and analyzes the data pertaining to the nine key appraisal factors listed in the adjoining column. This information is then compared with many other similar properties to arrive at a fair appraised price—the price at which we could sell the property at today's market.

The Nine Key Appraisal Factors

1—Earnings
2—Investment
3—Technical
4—Market
5—Competition
6—Programming
7—Management
8—TV Factor
9—Potential

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

All work is done on a completely confidential basis. Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB DISTRICT MEETINGS

A Blackburn-Hamilton Company representative will be present at each of the 17 NARTB District meetings this fall. Whether your interest is TV financing, an appraisal, buying or selling, be sure to contact us for a confidential discussion. Check the time and location most convenient for you from the following schedule and contact the nearest Blackburn-Hamilton Company office to set a get-together time.

District	*Date*	*Hotel & City*
7	AUG. 18-19	STATLER, CLEVELAND
8	AUG. 21-22	GRAND, MACKINAC ISL., MICH.
11	AUG. 25-26	DULUTH, DULUTH, MINN.
17	AUG. 28-29	MULTNOMAH, PORTLAND, ORE.
15	SEPT. 4-5	MARK HOPKINS, SAN FRANCISCO
16	SEPT. 8-9	DEL CORONADO, CORONADO, CALIFORNIA
14	SEPT. 11-12	COSMOPOLITAN, DENVER
17	SEPT. 15-16	LASSEN, WICHITA, KANSAS
13	SEPT. 18-19	TEXAS, FORT WORTH
10	SEPT. 22-23	ELMS, EXCELSIOR SPRINGS, MISSOURI
9	SEPT. 25-26	PLANKINTON, MILWAUKEE
4	OCT. 2-3	CAROLINA, PINEHURST, N. C.
5	OCT. 6-7	BILTMORE, ATLANTA
6	OCT. 9-10	PEABODY, MEMPHIS, TENN.
3	OCT. 13-14	PENN HARRIS, HARRISBURG, PA.
2	OCT. 16-17	WESTCHESTER COUNTRY CLUB, RYE, NEW YORK
1	OCT. 20-21	STATLER, BOSTON

• Negotiations • Appraisals • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

STEEL PRIORITIES

Building Delay Faces Radio-TV

TEMPORARY crackdown on steel allocations this fall for new major radio-TV station construction and community TV projects clouded an otherwise favorable picture for building-minded broadcasters last week.

As an aftermath of the paralyzing steel strike—and as an interim measure primarily—the government set up a new priority system under which broadcasters may find it necessary to forestall planned, elaborate construction until early 1953.

The National Production Authority set up three priority categories to govern its allotment of steel for the fourth quarter beginning Oct. 1. The agency also loosened controls on aluminum and copper, enabling applicants to self-authorize greater quantities.

Under the new priority system, radio-TV broadcasters fall in Category 3—lowest set aside—but near the top in that classification. Again, as in the past, considerations of "hardship" and "substantial unemployment" are to be adjudged *factors of essentiality* for start of new construction.

These are the prospects facing radio-TV broadcasters:

● Applications for new construction not yet begun will be screened and, "to the degree necessary" to meet defense needs, "shall be deferred until after Dec. 31, 1952."

● Applications which received steel for the first three quarters (to Oct. 1) will be able to meet fourth-quarter requirements — "within the limits of materials available."

● Applications for steel quotas previously approved for the fourth quarter may be deferred until early next year—again depending on necessity.

There was no immediate indication as to what or how many broadcasters would be affected by the deferment policy after Oct. 1. NPA has not released its allocations list for the final quarter. But prospective TV station owners and grantees probably would find themselves at a temporary impasse on steel for remodeling or erecting new studios or buldings.

Two community TV firms—Lycoming TV Co., Williamsport, Pa. and Vermont TV Inc., Barre, Vt. — face deferment on fourth quarter quotas for steel to use in their proposed TV master antenna systems. Vermont's had been approved and Lycoming was pending, according to NPA data.

In announcing its new policy, NPA stated the effect of the steel strike impels it to reject now any allotments for carbon, alloy or stainless steel to start new projects in the last quarter. Critically important industrial expansion projects must receive top priority, it explained.

Category I is that marked "necessary for defense," covering "critically or highly important" projects. Category II covers "industrial new starts to meet expansion goals." Category III includes all others, with criteria of hardship and unemployment.

It will be recalled that NBC obtained materials earlier this year for Burbank, Calif., studios on grounds it would suffer hardship in competition with other TV networks if refused and because of unemployment in the Hollywood area.

NPA stressed that the system was only an interim measure and that steel would become plentiful enough in time to discard these priorities. Additionally, officials pointed out that raising of self-authorization limits on copper and aluminum would give applicants a freer hand on remodeling, alteration and other construction phases.

Broadcasters now may order 4,000 pounds of aluminum and 5,000 pounds of copper, plus the usual 25 tons of steel, from contractors without NPA approval.

In other developments last week:

• NPA removed the ban on the decorative use of copper and aluminum for radio and TV receivers and phonograph combinations, as well as record-players. Manufacturers may divert their present quotas from functional to decorative or ornamental uses.

• Manufacturers of sound (wire, tape, disc) recorders reported they had no difficulty in obtaining materials, save nickel alloy. They asked NPA to help collect data on different type tubes needed for use in military products.

• The Defense Production Administration pegged a new goal for an interim electronics expansion program —$396 million in new production facilities and equipment or additions for the period Jan. 1, 1950, to Jan. 1, 1954.

FREEDOM AWARDS

To Include Radio, TV

RADIO and television shows will again be eligible for awards in the 1952 Freedoms Foundation National Awards Program.

Kenneth D. Wells, president, Freedoms Foundation, announced that awards will be offered for network programs on the national level and for regional broadcasts or telecasts which help toward a better understanding "of the American Way of Life."

Awards are made in 15 categories including advertising campaigns, editorials, 16mm motion pictures, public addresses, radio and television programs.

Deadline for entering nominations in the 1952 program is Nov. 11. Formal announcement of awards recipients will be made at Valley Forge, Pa., Feb. 22.

upcoming

Aug. 12: NARTB's convention committee meets, NARTB Hdqrs., Washington.

Aug. 12: CBS Radio Affiliates meeting, Chicago.

Aug. 15: NARTB's "Register and Vote" campaign begins.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 15-16: West Virginia Broadcasters Assn. meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 21-23: Georgia Assn. of Broadcasters, Gen. Oglethorpe Hotel, Savannah.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 27-29: Institute of Radio Engineers, West Coast show and convention, Long Beach, Calif.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-12: NARTB District 14, Cosmopolitan Hotel, Denver.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

REMOTE CONTROL

NARTB Urges Change

CHANGES in FCC requirements covering operators and remote-control operation will implement the Conelrad radio alert program, NARTB pointed out last week in commenting on the Commission's proposed amendments to its rules [B•T, June 9, 30; July 28; Aug. 4]. Aug. 4 was the last day for filing of comments.

Bernard Koteen, special counsel to NARTB's Committee on Operator Licensing, pointed out that shift of a station's frequency and power and change to an auxiliary or special Conelrad transmitter can be done easily by a restricted operator or can readily be effected by remote control.

Actually, he told the FCC, remote shifts are highly desirable, as against the slow tuning and retuning procedures involved in power and frequency shifts.

Pointing out the FCC has been alert to recognize development of the art for other radio services, the NARTB comment suggests this should now be done for broadcasting. Feasibility of more control of broadcast transmitters has been demonstrated in the United States and Canada, FCC was told, and such remote control is allowed in other radio services.

Network Time Sales

(Continued from page 28)

Corp. $1,812,543; Gillette Co., $1,755,513.

Overall January-to-June network time sales show a 14.4% increase over last year, with combined gross radio-TV network time sales aggregating $172,188,420 for the first half of 1952, against $150,633,358 for the like period in 1951. Radio networks (see Table III) were down 12.6% for the period; TV networks (see Table VI) were up 61.2%.

Table III and VI also give the June-to-June comparisons for each type of network, showing a 13.0% loss for radio and a 32.5% gain for TV this June in comparison with the same month of last year. June also reflected the effects of warm weather, with radio network billings falling 7.6% below May and TV billings 9.4% down, and the combined broadcast media network time sales declining 8.5% from May to June.

Top ten radio network clients are listed in Table I, top ten TV clients in Table IV; leader in each class advertiser for radio networks is shown in Table II, TV network class leaders in Table V. Class-by-class expenditures are reported in Tables III (for radio) and VI (for TV), with comparisons between June 1951 and June 1952 and also between the first six months of these years.

DISCOUNT PLAN

Offered by KCBS

DISCOUNT of 50% on "concentrated schedules" of station break and service announcements—24 or more within a two-day period—is being offered advertisers by CBS-owned KCBS San Francisco.

Designed to attract local retailers primarily, but available also to regional and national advertisers, the plan is contained in Supplement A to KCBS' Rate Card No. 2. Vice President and General Manager Arthur Hull Hayes explained it as follows in letters to advertisers and agencies:

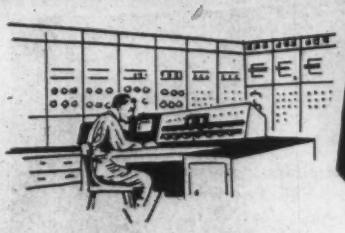
Details of Plan

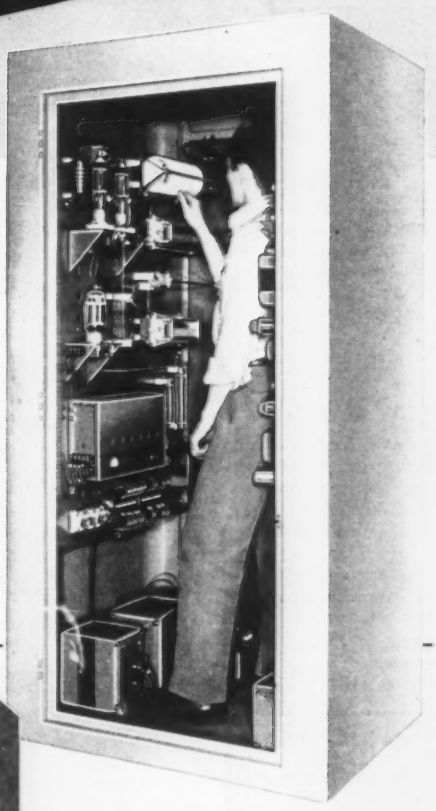
"The plan is simple. It involves the use of 24 or more station break and/or service announcements within a two-day period. The advertiser may choose the day-portions he desires, i.e., evening (Class A), daytime (Class B), early-morning and late-night (Class C). Any one, or combinations of these day-portions, may be ordered. KCBS will then select the specific announcement times within each class ordered, choosing from all available time those which we know to have the largest audiences.

"There are no further requirements. The 50% discount is earned immediately and is not dependent on any other use of KCBS' facilities. . . ."

Network officials said KCBS is the only CBS-owned radio station offering this or any similar plan.

DESIGNED FOR THE Engineer

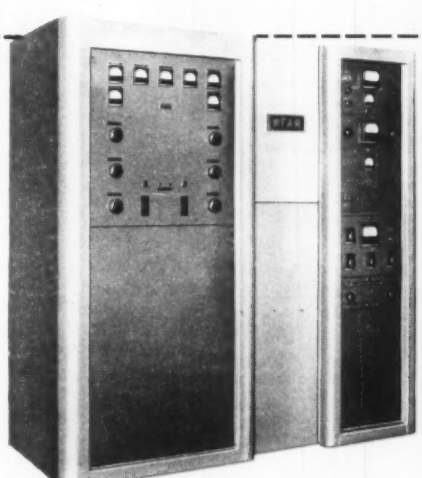




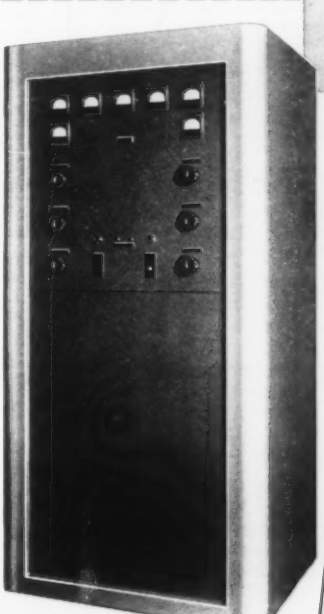
GATES BC-250GY is a big, roomy 250 watt broadcast transmitter that satisfies every engineer's requirements for component accessibility—easy servicing. In this "walk-in" transmitter any part can be reached in seconds!

This freedom from cramping means extra dependability, too, because bigger parts — rated conservatively — are used. Air circulation is free, with no pockets or areas of stagnant air.

The popularity of GATES' roomy, easy-to-service construction is apparent in the fact that, since World War II, more United States broadcasters have bought GATES Transmitters than any other make.



GATES GY-48 Broadcasting's only complete 250 watt radio transmitting plant, ready to connect to antenna and studios. Consists of transmitter, all monitors, limiting amplifier, switching panel, monitor speaker, joiner strip with call letter plate and all interconnecting cables. — Ready to operate 120 minutes after unpacking.



BC-250GY TRANSMITTER
Stands 78" high, 40" wide and 33" deep. Beautifully finished in hand-rubbed satin gray. Employs time proven 810 tubes in final power amplifier and Class B modulator. Eleven tubes and six tube types in entire transmitter. Operates from 230 volts single phase 1.6KW power consumption at 100% modulation. All transformers fully cased. Single or dual sets of tubes and crystals optional. Availability prompt.

CONELRAD

Broadcasters of all powers, participating in Conelrad, will be interested in the modest cost of the BC-250GY Transmitter — in many instances less costly than alterations of existing equipment to meet Conelrad requirements.

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS, U.S.A.
manufacturing engineers

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Campaign Costs Eyed by Parties

(Continued from page 34)

available rather than any budget in advance."

The Illinois Governor reportedly had planned to ask Gen. Eisenhower to agree on a ceiling for campaign expenditures. Whether he did was not known. But some observers felt this to be impractical in view of contributions by diverse groups. Gov. Stevenson said at the time that he understood the legal limitation to be $3 million on the Democratic National Committee.

The Governor's expressed fear that the Democrats "will by no means be able to match the Republican campaign dollar for dollar" doubtless drew snickers in some GOP quarters where a comparable claim—and perhaps with better reason—has been made. The Republicans point to expenditures by labor and other groups in support of the administration party.

Moreover, the Democratic National Committee has going for it a Radio-TV Chest fund on which considerable progress already has been reported. The GOP had set up no such fund, according to latest reports.

It has always been difficult to obtain any figures on appropriations of local political groups in selected localities. Agencies handling these accounts will service campaigns of local candidates through groups cooperating with the national committees and their agencies.

With respect to local time purchases, a number of agencies have been identified with political organization accounts. As of last September, to take one example, M. M. Fisher Assoc., Chicago, reported the Central Democratic Committee of Cook County as a client. A citizens committee account was held by LeLand K. Howe Assoc., New York. There are others throughout the country.

Along with problems on revenue sources and extent of radio-TV activity, both parties are in the throes of reorganization prompted by the nominating conventions and new faces in both political folds. Many broadcasters are well represented in the top echelons [B•T, Aug. 4].

The Democrats are perhaps most likely to emerge with a new "face," occasioned by the setting up of national campaign headquarters in Springfield, Gov. Stevenson's site of operation. This factor, reflected in the Governor's decision to remain in the gubernatorial post through the pre-election drive, has posed an unusual situation that had not been clarified last week.

The most immediate question was this: What role will the Democratic National Committee play in campaign plans, particularly on radio-TV activity? And what sort of liaison will be set up with Wilson Wyatt, Gov. Stevenson's new campaign manager?

Conference May Clarify

Some light may be thrown on these queries after Gov. Stevenson confers with President Truman, cabinet officers and national committee officials this week. A new national committee chairman to succeed Frank McKinney, who reportedly has chosen not to retain his post, appeared indicated. A clearer sign of the radio-TV role President Truman will play also may be forthcoming.

It was believed that Mr. Wyatt would direct the campaign from Springfield but leave advertising, financial and other aspects in the hands of the committee. This was seen as a logical move inasmuch as the committee deals actively on the eastern seaboard with the Katz agency in Baltimore and New York and the networks in the latter city.

Under such an arrangement, radio-TV station clearances, programming and other matters would be cleared by the national committee, with Ken Fry, radio-TV director, handling mechanics. J. Leonard Reinsch, on leave from the Cox Radio-TV Properties, will continue as TV consultant.

Mr. Reinsch reportedly has been asked to stay on through the election campaign. What his specific duties would be during the campaign—and how much time he would spend in Washington and Springfield — were not delineated last week. Fuller clarification on this and the committee's role generally is expected this week after the Washington conferences.

GOP campaign aspects were threshed out by Gen. Eisenhower, Committee Chairman Arthur Summerfield and other top-level advisors at a three-day conference in Denver Aug. 1-3.

Budget factors, including the extent to which radio and television will be pressed into action, were discussed at Eisenhower headquarters. There still was no definite indication as to how much the GOP will spend at the national committee level for broadcast time, though it is shooting for an overall $4.8 million budget.

Whistle-stop tours and addresses by the two top GOP candidates also were weighed. Mr. Summerfield is serving as campaign manager for the General. The Republicans late last week moved into new headquarters in the Washington Hotel in Washington.

Groups Acting on Own

Activity of subsidiary political groups in buying time on their own was exemplified last week by the Stevenson-Sparkman clubs of California. They bought time on ABC radio and television to rebroadcast Gov. Stevenson's convention acceptance speech. Rebroadcasts were carried Thursday on 334 ABC radio stations and Friday on over a score of ABC-TV outlets. The original address was delivered in the early morning hours of the Democratic National Convention July 26.

Status of these groups arose during the Denver discussions with Gen. Eisenhower. The National Citizens for Eisenhower organization was seeking a top level role alongside the national committee, and a say in purchase of radio and TV time.

Gen. Eisenhower and Gov. Stevenson have accepted major speaking engagements, though neither has divulged a date for opening their avowed political drives. Both will address the American Legion convention in New York a fortnight away—the General on Aug. 25 and the Governor Aug. 27. Both are billed as non-political.

WSPR Springfield, Mass., acting on behalf of President Alan C. Tindal, has invited the Presidential candidates to appear on a half-hour, non-commercial public service interview program during the Eastern States Exposition Sept. 14-21. Both have been invited to attend the exposition. There was no word of acceptance by either nominee.

Meanwhile, Westinghouse Electric Corp., which underwrote CBS Radio and Television and DuMont TV convention coverage, opened the second phase of its campaign coverage. The 13-week series, *Pick the Winner*, features debates by top political speakers on leading issues and is aimed at getting out the vote.

Radio debates started on CBS Radio yesterday (Sunday) and will continue through Nov. 2, 4:30-5 p.m. EDT. TV schedule gets underway this Thursday on CBS-TV, 9-9:30 p.m. EDT. Dwight Cooke and Walter Cronkite will preside over the radio and TV sessions, respectively.

AMERICAN LEGION citation goes to Lloyd E. Yoder (r), KNBC San Francisco general manager, from California State Commander John D. Home, for station's 14-week series, *Communism—A Clinical Analysis*, featuring interviews of area educational, religious, labor and legal authorities.

KWJJ'S 'ABE SNAKE'
Mocks Party Conventions

FERTILE imagination of a KWJJ Portland, Ore., disc jockey resulted in the writing of a song, a parade in downtown Portland and the burlesqueing of the 1952 Presidential nominating conventions.

The disc jockey, Bob McAnulty, had had fun using the name "Abe Snake" for years and when a representative for Capitol Records heard it he suggested a song be written and recorded. The song was written under the name of "Abe Snake for President," with Stan Freburg playing the part of "Abe Snake." The larcenous but lovable "Snake" was described as the only Presidential candidate who favored "more money for the rich," and who boasted the only currency containing chlorophyll.

KWJJ passed out 5,000 "I Like Snake" buttons and a parade was held in Portland to push record sales. At the parade "Abe Snake" kissed greyhounds instead of babies and was "caught stealing towels and silver from his campaign headquarters at the Congress Hotel." He posed as the candidate of the "extremely liberal" party and as "the best politician money can buy."

RADIO-PRESS JOIN
In N. Y. Defense Project

RADIO and newspapers in cities and counties in the U. S. and Canada along the vital Niagara frontier have entered into an international civil defense agreement, Lt. Gen. C. R. Huebner, New York State director of civil defense, announced Thursday.

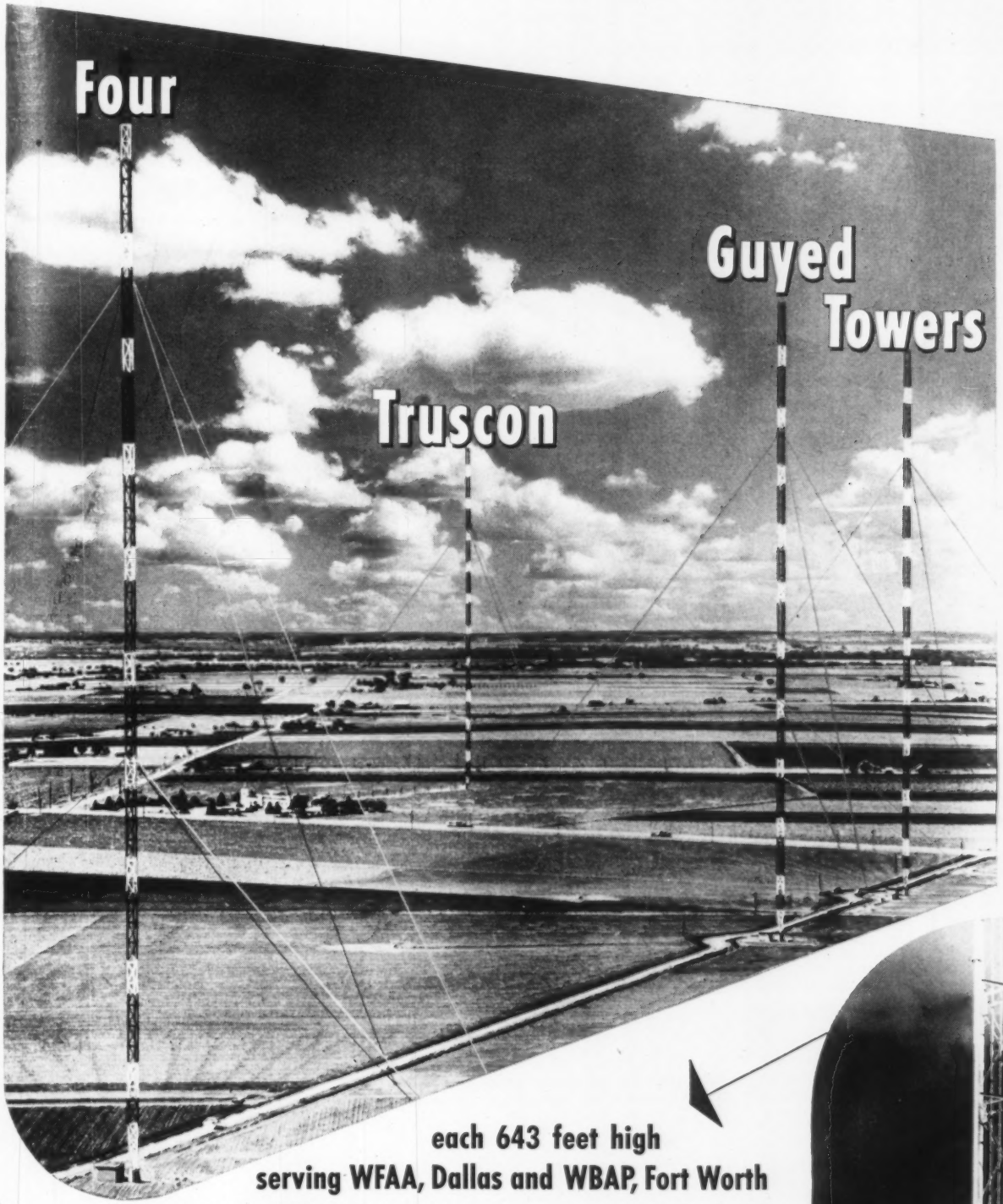
Owners of radio stations and newspapers in Lockport, Niagara Falls, North Tonawanda, N. Y., and Niagara Falls, Ontario, have signed a "contract" to last until Dec. 31, 1954, or the end of the emergency, pledging their complete plans and staffs to become working parts of the civil defense organization in Niagara Falls, N. Y., in time of attack, Gen. Huebner declared.

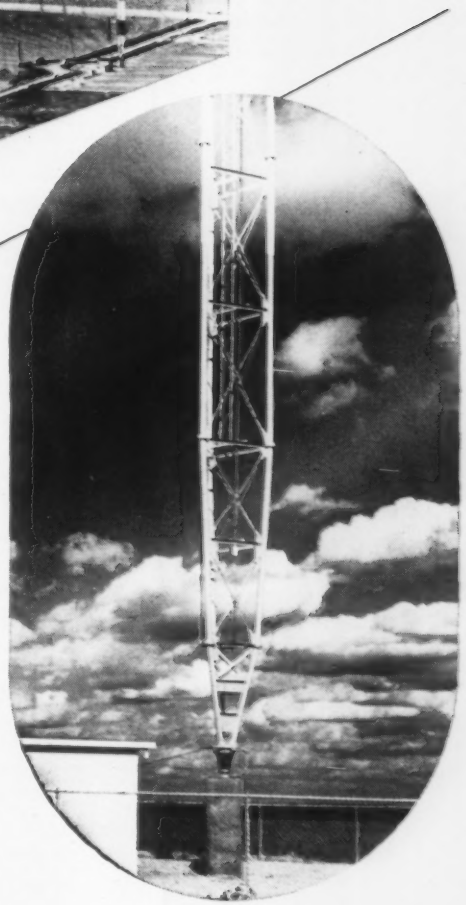
The radio stations include: WHLD-AM-FM Niagara Falls, WUSJ-AM-FM Lockport, and WJJL Niagara Falls. No Canadian radio station in the area is included in the operation at this time.

Gen. Huebner said that in an emergency, the stations and newspapers will function as units to disseminate news and vital statistics from the control center and other installations for swift distribution to the general public, both in and outside of the stricken areas. During emergency periods radio and newspaper personnel will be made active civil defense workers, Gen. Huebner added.

Testing of various phases of the agreement will be made during the Niagara Falls international test exercises Aug. 22-23.

EASTERN division sales offices of Crosley Bcstg. Corp. is moving to new quarters at International Bldg., 630 Fifth Ave., N. Y. Office handles sales for WLW and WLWT (TV) Cincinnati.





each 643 feet high
serving WFAA, Dallas and WBAP, Fort Worth

WFAA and WBAP divide time on two channels, 570 kc. regional with a three tower directional antenna array, and 820 kc. clear with an omnidirectional single antenna. With four Truscon Guyed Towers, each 643 feet high and situated equidistant from Dallas and Fort Worth, a great metropolitan and rural market is reached.

The tallest towers in the United States are of Truscon guyed tower design and manufacture. Truscon possesses many years of engineering knowledge and experience in the steel AM-FM-TV-MICROWAVE tower field. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON® STEEL COMPANY
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON a name you can build on

RADIO HOMES

Canada Has 94% Saturation

CANADIAN homes were 94% radio homes, as of Jan. 1, 1952, according to the 1952 survey of the Bureau of Broadcast Measurement, Toronto, which will release figures for all member stations later this month. This is an increase of 16% over 1941.

Greatest percentage is in Quebec province, where 96% of homes have one or more radio receivers. Ontario has 95% radio homes, the western provinces, 94%, the Atlantic Coast provinces, 91% and Newfoundland, 80%.

Total number of radio homes by the BBM survey is 3,454,000, compared to 2,000,712 in 1941. Greatest number of radio homes is in Ontario province, 1,220,000 radio homes of 1,282,000 households. Quebec province follows with 869,000 radio homes of 905,000 households.

Other provinces, with household totals in brackets follow: Newfoundland 61,000 (76,000); Prince Edward Island 20,000 (22,000); Nova Scotia 148,000 (163,000); New Brunswick 112,000 (122,000); Manitoba 198,000 (214,000); Saskatchewan 226,000 (238,000); Alberta 252,000 (267,000); and British Columbia 348,00 (371,000).

These figures are slightly higher than those of the Dominion Bureau of Statistics, Ottawa, taken during the Canadian decennial census in June 1951, when every fifth home was polled for radio ownership data.

Hyde to Vacation

FCC Comr. Rosel H. Hyde starts his vacation Aug. 15 and joins about 30 other members of his family in honoring his 86-year-old father at his home in Downey, Ida. Comr. Hyde will address the Aug. 29 luncheon of Western Electronics Show and Convention in Long Beach, Calif. He also will participate in an Aug. 28 panel on "What the End of the TV Freeze Means to the West," with A. Earl Cullum Jr., consulting engineer; Fred W. Albertson, Dow, Lohnes & Albertson, Washington attorneys; J. W. Kingsbury, AT&T; H. L. Hoffman, president, Hoffman Radio Corp., and Otto Brandt, general manager, KING-TV Seattle.

AT SIGNING which added *The Ohio Story*, sponsored by Ohio Bell Telephone Co. on 20-station Ohio network, to WERE Cleveland's schedule on thrice-weekly basis are (l to r) Richard M. Klaus, WERE general manager; Robert W. Dailey, account executive, McCann-Erickson; Larry L. Evert, assistant vice president of Ohio Bell, and John C. Heiskell, general advertising manager of Ohio Bell.

L-W PROGRAMS

Two Additions Announced

C. O. LANGLOIS, president, Lang-Worth Feature Programs Inc., last week announced the addition of two new shows, available to Lang-Worth subscribers. The new shows are *The Shep Fields Show*, to begin in the fall, and *The Henry Jerome Show*, to be added Aug. 22.

Mr. Langlois commented that "the impact of nighttime television has created an ever-increasing demand for musical programs across-the-board that accommodate commercial spots, and so fit naturally in the disc jockey pattern. To fulfill this need, we are now servicing all member stations with five distinct 'across - the - board' series of popular music programs."

Canada Site Shifted

WESTERN Assn. of Broadcasters has changed its annual meeting place from Jasper Park Lodge, Jasper, Alta., to Banff Springs Hotel, Banff, Alta., Sept. 11-13, due to fire which recently razed central lodge and public meeting rooms at Jasper Park Lodge.

U. OF GA. PLAN

Aids Students, Stations

A "CO-OP" plan whereby journalism students may earn-and-learn by working for radio and TV stations, newspapers and advertising departments is to be put in operation this fall.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism, commented that the plan would solve a personnel problem for the cooperating agency and would make it possible for the students to afford a university education who otherwise might not be able to do so.

An example of how the plan would work: Any interested radio or television station would select two students to attend the Grady School alternate quarters; while one was in class, the other would be working at the station.

The plan would involve no extra expense for the cooperating agency. Through these internships, better students are placed for additional practical experience during summer vacations. At present, it was added, 21 such students are working for Georgia newspapers, radio and TV stations. Dean Drewry noted:

We anticipate that through the 'co-op' plan, many young people seeking a university education and employers with personnel problems will be aided, and that indirectly the standards of the profession will be raised.

NCCJ Campaign

TRANSCRIBED quarter-hour radio programs are being completed by the Hollywood coordinating committee on behalf of the National Conference of Christians & Jews campaign for 1952-53. Talent includes Eve Arden, star of CBS Radio-TV *Our Miss Brooks;* Audrey Totter, CBS Radio *Meet Millie;* Edward Arnold, ABC radio *Mr. President;* and Mercedes McCambridge, ABC radio *Defense Attorney.*

CANADA BILLINGS

Agencies at $18.5 Million

RADIO billings through Canadian advertising agencies increased from $15,382,223 in 1950 to $18,590,883 in 1951, according to a report by the Dominion Bureau of Statistics.

The total advertising billings by Canadian agencies increased for radio from 16.1% to 17.3%, greatest percentage increase of any medium listed by the government's statistical service. Total billings for all media through agencies increased from $95,566,600 in 1950 to $107,461,752, in 1951.

The report shows that there were 83 Canadian advertising agencies reporting in 1951 as against 75 in 1950. Of these in 1951, there were 21 with billings under $100,000; of the total of $945,190 for these agencies radio had 17.4% (12.7% in 1950). In the group $100,000 to $500,000 billings there were 23 agencies with total billings of $6,211,200, and of this amount radio had 14.7% (11.4% in 1950). The group $500,000-$1,000,000, had 14 agencies with total billings of $9,888,786 of which radio share was 15.3% (11.6% in 1950).

The group between $1,000,000 and $2,500,000 had 10 agencies with total billings of $14,314,906 of which radio had 20.2% (20.1% in 1950). In the $2,500,000 to $5,000,000 group 11 agencies had billings of $37,422,509 with radio having 19.3% (17.7% in 1950). In the over $5,000,000 group there were four agencies with billings of $38,679,161 with radio having 15.1% share (15.1% in 1950).

CHICAGO SAFETY

Adpeople Conduct Drive

BIGGEST public service campaign for Chicago, a "crusade for traffic safety," is being carried out by leading agencies and adpeople there. The drive to reduce deaths and injuries in traffic accidents is sponsored by the Chicago Traffic Safety Board.

Radio and television spots and other advertising have been prepared by Needham, Louis & Brorby; McCann-Erickson; J. Walter Thompson Co.; Foote, Cone & Belding, and Leo Burnett. Among men working on the campaign are Wesley I. Nunn, advertising manager of Standard Oil of Indiana; Ray Weber of the advertising department of Swift & Co., and Gilbert J. McEwen, manager of the business development department at Harris Trust and Savings Bank.

Dana Clark

FUNERAL services were conducted in Los Angeles followed by interment at Holy Cross Cemetery, July 30, for Dana Clark, head of guest relations for ABC Hollywood. Mr. Clark died July 26 of cerebral hemorrhage. Surviving are his wife, Ann, and two daughters.

IIA 'TRUTH CAMPAIGN'

Radio Called 'Last Best Hope'

THE STATE Dept. is re-evaluating its whole international information program, with an eye on the relative importance of radio broadcasting to other media.

At the same time, Congress has set in motion machinery for a far-reaching inquiry into the effectiveness of all foreign information operations, with the accent on need for a "psychological offensive" on behalf of democracy.

Under leadership of Dr. Wilson Compton, International Information Administrator, the State Dept. is looking at shortwave radio in a new light—"the last best hope" of carrying on the American "campaign of truth." Commercial radio also plays a vital role in the plan.

As a result, the department is evolving a two-pronged policy embodying these considerations: (1) appointment of a broadcast industry executive to head the Voice of America program [CLOSED CIRCUIT, Aug. 4]; (2) strengthening of its field services to decentralize some radio programming from International Broadcasting Services headquarters in New York.

Explicit in the latter proposal is the creation of program centers in various friendly countries and an arrangement whereby U. S. VOA package programs would be used on local stations.

State Dept. authorities also are hopeful American radio stations will participate more fully in domestic VOA activities, envisioning a more comprehensive report to the American people on U. S. overseas information activities.

Industry Assistance

The aid of commercial broadcasters who have explained VOA functions is freely acknowledged in State Dept. circles. Aside from individual stations, including Associated Broadcasters Inc. (KSFO San Francisco Calif.), industry executives have lent their aid and advice as members of the department's Radio Advisory Committee.

Newest member is Charles H. Crutchfield, general manager of WBT, WBTV (TV) Charlotte, N. C. His appointment was announced last Wednesday by Theodore C. Streibert, president of WOR-AM-TV New York and acting chairman of the advisory group. Mr. Crutchfield has been active the past year on State Dept. assignments involving the foreign information service in Greece, Rome, Paris and London.

Department officials are enthusiastic over the success of a recently-completed series of VOA programs aired locally and prepared under leadership of Wesley I. Dumm, KSFO president. In the light of Congressional fund cuts and general public unawareness of VOA problems, the program has been particularly valuable they say. Mr. Dumm has been actively sympathetic to the department's domestic problems.

Additionally, Associated Broadcasters' shortwave outlet, KWID, is leased to the State Dept. for overseas use of its two transmitters.

The advisory unit is part of the U. S. Advisory Commission on Information (from which member Justin Miller, NARTB board chairman, is now on leave), and includes Charles R. Denny, NBC; John F. Patt, WGAR Cleveland, and Donley F. Fedderson, Northwestern U., among others.

Mr. Crutchfield consulted with radio technicians and officials in Greece, helping them reconstruct their broadcast industry. This country is expected to play an important part in the plan to relocate U. S. programming locally and strengthen relay operations of the Voice of America.

Significance of Decision

The decision of the State Dept.—and particularly Dr. Compton—to turn to industry for a top-level executive to administer the Voice is regarded as significant. Whether a selection would be made in the near future, however, was adjudged moot. The appointment—from a list of four or five possibilities—is hedged with obstacles.

Initially, it was doubted in some department quarters last week whether an industry executive might be prevailed upon to assume such a post in this curent lame-duck period of politics. Secondly, the position would call for an annual salary of only $10,800. The State Dept. has asked Congress to rectify this situation (the salary for Grade 15) but to no avail. It will renew its request early during the 83d Congress.

The industry executive would become assistant administrator for International Broadcasting Services, which functions under the International Information Administration. He would replace Foy Kehler, who is returning to foreign service.

There reportedly is some question as to what degree the new assistant administrator will be concerned with policy in that post.

IIA has been under realignment since last May when broadcasting services were split into (1) facilities operation and (2) research, development and building. A new tack was indicated by one IIA official: "Media shall be a means, not the end in itself, for spreading the 'truth campaign.' "

As a result, Dr. Compton called for transfer of "more of our radio programming overseas near to the populations which we are trying to reach" and "greater use of local radio networks in important countries."

Implicit in the realignment, which provides for use of respective media on the basis of the country's needs, is the use of local radio time. IIA officials deny that purchases of time are contemplated, but such a system was proposed for Japanese Broadcasting Corp. with plans for local on-the-spot programming of VOA.

One such program center has been set up in Munich; others are contemplated. Throughout the proposal runs the thought that foreign personnel are perhaps best suited to convince their own countrymen on democracy.

State Dept. authorities, faced with curtailment of the "ring network plan" for new transmitter stations overseas because of money cuts, are thus turning to local radio as well as to ocean-going U. S. Coast Guard *Courier* relay station to get America's story across to the Russian people. The ship sailed last month for a Mediterranean port (Rhodes) where it will relay VOA programs [B•T, July 21].

The department is keeping an alert eye on reaction of the Soviet Union to this new medium—particularly as may be manifested in any increased jamming or other retaliatory measures. Authorities privately, too, are looking to the day when international television networks may become a reality and eliminate much field activity in Europe.

While it is true the State Dept. frowned on immediate erection of television stations in Europe over a year ago, it's known that the department is viewing with continued interest the blueprint being developed for global TV. The basis is a proposal by Sen. Karl Mundt (R-S.D.) on which some progress already has been made, notably in Japan [B•T, April 7]. Envisioned as a potential "Vision of America" by Brig. Gen. David Sarnoff, RCA board chairman and others, the plan implicitly presupposes acceptance by foreign countries of U. S. video standards—525 lines, 60 fields and 6 mc band.

Congress wants to look into any TV activity by the State Dept. too. It struck out language which would have placed video on a par with radio in 1953 budget appropriations apparently thus recognizing TV's future role.

Congress' plan to re-examine the international information program is based on a resolution (S. Res. 74) sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.).

While aimed largely at VOA operations, the resolution calls for the Senate Foreign Relations Committee or a selected subcommittee to look into all foreign information programs. It is more far-reaching than at first supposed, bridging not only operations of the State Dept. but the Defense Dept., Mutual Se-

(Continued on page 47)

RADIO REACHES PEOPLE...
KENTUCKY
THE NASHVILLE MARKET* Listens TO WSIX!
NASHVILLE
ALABAMA
*Cover the 53 counties in middle Tennessee and southern Kentucky with WSIX alone!
Celebrating a Quarter-Century of Service!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

Upset By 'Talkathon'

(Continued from page 27)

Martin, veteran of 15 years' radio and television management in Florida.

For Judge Cherry it was a case of putting all his eggs in one basket. He had concluded to concentrate his limited funds on radio time and so employed the Talkathon device to get his message across to the voters. In addition to making him known to the voters, there was also the hope that the radio appeal would help bring in more financial support and keep his campaign rolling.

His first Talkathon program was hurriedly arranged for July 2 in Little Rock. For a location, Mr. Martin found a vacant building which had previously housed a grocery store, and rushed around to line up the needed availabilities on AM stations. It was announced in advance spots and in the press that the candidate would answer any question phoned in by listeners at home or voiced by members of the studio audience.

The judge and his announcer took their places at the microphone table at 8 o'clock that evening, and the program remained on the air around the clock until 8:30 the following evening. Participating stations included all five in Little Rock — KARK KGHI KLRA KVLC and KXLR—and a score of others outside the Arkansas capital. The show was aired in segments so that listeners could follow it on one or more stations throughout the 24½ hour period.

The endurance angle of the initial Talkathon as well as the novelty of the whole idea proved a successful audience-getter. Numbers of people at the grocery building were few at first, but grew as the evening went on and interested persons dropped in to watch the rugged-looking judge at work in front of the microphones.

Listener Response

Responses from listeners at home were more surprising. Apparently waiting to hear the judge tripped up by some question, they would follow the show on one station and another as it shifted in succeeding periods. And their calls with questions soon had six telephones busy up until 2 a.m., and three phones from then until traffic picked up again later in the morning. The phones were manned by members of the judge's volunteer campaign group who recorded the questions along with the sex, occupation and name of the questioner, if given. The question slips were then handed to an announcer who fed them cold and unscreened to the candidate. Judge Cherry tossed back impromptu but thoughtful answers in an informal and conversational style.

The interest in terms of both live audience and radio audience size snowballed rapidly toward the end of the show, and reached a climax as the candidate ended the ordeal. Many calls came in from persons who had no questions to ask but wanted to praise the candidate for stating his position on issues frankly even when he risked losing votes by doing so.

In addition to putting across Judge Cherry's program to the Arkansas voters, the Talkathon also dove-tailed readily into his plan for seeking small donations from many people. At the outset of his candidacy the judge had said: "I would rather this campaign receive 50 cents each from a hundred thousand people than a single gift of $50,000." Now the Talkathon began to make that wish materialize. A new campaign slogan was featured —"Dollars for Decency"— dramatizing both the reform platform on which the candidate was running and his appeal for small donations to finance the campaign.

During the remaining four weeks of the primary campaign Judge Cherry appeared on 10 additional Talkathons originating from various points throughout Arkansas. The general pattern for these was a 10- or 12-hour stint, starting about noon and running until about 10 p.m. Each was carried over a combination of outlets serving the region to which he was directing his appeal. Most of the time, his staff acknowledged, they did not know from one appearance to the next whether sufficient donations would come in to pay for the Talkathon planned next.

Money Rolls In

But the dollars started rolling in, beginning with that first Talkathon, and continued at a pace sufficient to buy time for the succeeding ones. In size the donations ranged from 10 cents to $340. One group of supporters in eastern Arkansas counties collected $5,000 in fifty-cent pieces and sent it to the judge in 32 quart fruit jars.

Time for the Talkathons was bought on a total of 40 AM stations—all of the 39 in Arkansas plus WGVM at Greenville, Miss., which was added to give needed coverage in the southeast corner of Arkansas.

Although the state has no television station the Cherry Talkathon was beamed to video viewers in the eastern half of Arkansas in one quarter-hour show over WMCT (TV) Memphis. The judge also appeared in two additional quarter-hour telecasts of the fireside chat type.

The Talkathon series was wound up with a repeat presentation at Little Rock—this time for a 12-hour period—and a special election-morning appeal from the judge's home town of Jonesboro, Ark. In it Judge Cherry went on the air from 6 to 9 a.m., urging housewives to hang up their aprons and go with their husbands to the polls and vote.

From the Arkansas Gazette

After deducting duplications, the total number of persons reached by means of the 11 Talkathons was estimated by the Cherry staff at nearly 600,000, or about half of the state's adult population.

Approximately 13,000 questions were asked and answered in the Talkathon sessions. They covered topics ranging from the candidate's views on world trade to his attitude on alcoholic beverages. (He replied that he is a teetotaler, but not a prohibitionist.) Judge Cherry showed an ability to respond to them all with appropriate earnestness, good nature or ready wit.

In one of the Talkathons a young man called in to say he had donated $2 to the campaign and wanted to know whether Judge Cherry was being supported by a certain local official. When the judge replied affirmatively and said he had a high opinion of the official mentioned, the donor called back to say he differed sharply with that opinion and asked to have his $2 refunded. Judge Cherry told him on the air that the refund would be made "cheerfully." Immediately afterward calls began coming in from several dozen listeners who said they wanted to make a donation to replace the sum the judge was returning to his questioner.

While Judge Cherry and his staff were focusing their efforts on the radio Talkathons, the four veteran politicians who opposed him in the race appeared little concerned with the gimmick, as they called it. In fact, each one had some special campaign feature of his own. One of them made hops around the state in a hired helicopter, giving 330 tank-town speeches in 60 days. Another opened a spacious drive-in headquarters in the capital city, where visitors were invited to drive in to the building and were glad-handed by a staff of greeters. Two candidates hired hill-billy troupes and opera stars to attract attendance at major political rallies.

Judge Cherry's opponents did not neglect the use of radio and television in the conventional sense. Each of the four made several

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ARE *You* A MR. *Why Buy?*

Why Buy **SPOT RADIO?**
Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy **SOUTHWEST VIRGINIA?**
Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy **WDBJ?**
WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

statewide radio talks and two used TV as well. In the next-to-last week of the primary campaign, radio took the spotlight through a special series of half-hour interviews with the candidates aired nightly over KLRA Little Rock. In a public service feature the candidates were given opportunities to state their views on a set of questions relating to the campaign.

Unlike Judge Cherry, his four opponents made extensive use of other media in campaigning: newspaper advertising, billboards, posters, pamphlets, bumper cards and lapel buttons. The volume of newspaper lineage bought by each of them was five or more times greater than Judge Cherry's, which was centered about announcing the schedules of his Talkathons.

Only Judge Cherry's "poor boy" campaign had no plush headquarters, no billboards, no full-page ads.

Pros Indifferent

Throughout the primary campaign, the political professionals showed indifference toward the Cherry candidacy as well as the Talkathon specifically. Three of the candidates focused their attacks on alleged corruption in the state administration, and the incumbent struck back at each of these three. None had much to say about Judge Cherry.

When the ballot count started on election night it was soon realized that the long shot the experts had overlooked was turning the form chart upside down.

In the final unofficial tabulations released Aug. 1, Gov. McMath finished in top place with 31% of the 324,000 votes cast, Judge Cherry was second with 28%, and the other three candidates had 19, 14 and 8%, respectively.

On the day after the primary, aides of the three eliminated candidates acknowledged that it was the Talkathon which had enabled Judge Cherry to pull the "sleeper" on them. This was the more ironic because two of them had been offered the chance to buy the formula and had turned it down. At the same time, Judge Cherry's remaining opponent gave tacit acknowledgment of the Talkathon's potency by launching a series of daily radio talks over a state network to try to "reach more people with my program."

Credit to Talkathon

Judge Cherry himself gave generous credit to the Talkathon, stating: "It's the best means of campaigning I've found yet." Implementing that belief he is intensifying his Talkathoning schedule with daily appearances scheduled in the two-week period of the runoff campaign.

The manager of the judge's campaign echoed this esteem of the Talkathon, and added an opinion about its value for the voters as well as the candidates.

"It was the key to our successful campaign because through the Talkathon we were able to let the people find out completely about Judge Cherry," said Mr. Gentry. "They found out not only how he stood on a program for the state, but also how he thought on national matters, moral issues and every conceivable question. They were able to get acquainted with his whole philosophy and to feel that they knew him as well as though they had met him and talked to him personally.

"I'm also convinced that the Talkathon is the greatest means yet discovered for enabling the people to screen a candidate. We'd have much better government if all candidates were required to present themselves to the public through such a medium, so that the people could find out more about the type of men running for office."

As promoter in charge of the Talkathon operations in the Arkansas campaigns, Mr. Martin put his finger on another significant element in its use. "The candidate for whom it is used," he says, "should be able to think on his feet and ad-lib his answers smoothly. With an inept person it could be actually damaging instead of helpful to his candidacy."

If Judge Cherry, the country judge, can whip the seasoned McMath in the runoff election Aug. 12, Talkathon will have compiled a significant success story. A lot of political observers, as well as the radio-television industry, will be watching to see if it happens.

Korean Interviews

RADIO Branch, Army Home Town News Center, Kansas City, Mo., last week announced that at the end of six months of operation it had tape-recorded 1,900 interviews with Army personnel in Korea. Of these 1,900 taped interviews, the Army said that it had received answers from U. S. radio stations indicating 80% usage.

CHICAGO AFRA

Elects New Officers

HARRY ELDERS has been re-elected president of the American Federation of Radio Artists Chicago chapter. Others include Norman Pierce, Arwin Schweig and John Gannon, vice presidents; Norman Gottschalk, treasurer, and Geraldine Kay and Mr. Schweig, members of the national board.

Local board members include the following: Actors; Jack Bivans, Cornelius Peeples, Jack Odell, Paul Barnes, Dean Almquist, Russ Reed, John Gannon, Marjorie Marlowe, Norm Gottschalk and Clair Baun. Singers; Ann Andrews, Katie Carnes, Bill Snary, Louise King and Mr. Schweig. Announcers; Jerry Kaufherr, Ed Scott, Carlton Kadell, Norman Barry, Norman Pierce, Jack Halloran and Jim Campbell. Sound Effects; Bob Cline.

Chicago delegates to the national convention are Raymond Jones, executive secretary of AFRA, Harry Elders, Norman Gottschalk, John Gannon, Carlton Kadell, Norm Pierce, Ed Scott, Ann Andrews, Arwin Schweig.

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Old (Plus 18) Fidgety Ann

ALTHOUGH a little taken aback, m.c. Bob Henderson of *The KOIN Klock* request program on KOIN Portland, Ore., played a request for the tune "Sylvia" received recently on a post card dated Oct. 26, 1934, by a writer who signed herself "Old Fidgety Ann." The nearly 18-year-old message was accompanied by a brief note on the front of the post card, apparently written by a postal clerk, which provided the explanation for the delay: "Found while remodeling the Rose City Park Postal Station."

PROGRESSIVES

60 Stations to Take Hallinan Acceptance

THE Progressive Party reported last week that some 60 radio stations, out of 439 to which the party had addressed a demand for time, had agreed to carry transcriptions of an acceptance speech made on behalf of Vincent Hallinan, the party's candidate for President.

Mr. Hallinan was unable to make the speech himself when nominated at the party's Chicago convention July 4-6. He was then, and still is, serving a term in McNeill Island federal prison. Mr. Hallinan was convicted of contempt of court in connection with his defense of Harry Bridges.

In a letter dated July 30, C. B. Baldwin, secretary and campaign manager of the Progressive Party, demanded that stations which broadcast the acceptance speeches of Democratic and Republican Presidential and Vice Presidential candidates also carry the acceptance speeches of the Progressive candidates.

Further, Mr. Baldwin advised the stations that in future when stations carried speeches "by or on behalf of candidates for the Republican or Democratic Party for the offices of President and/or Vice President, you will, under the regulations of the FCC and under the ruling in our favor of July 3, be expected to offer the same facilities and comparable time to the candidates of the Progressive Party."

The July 3 "FCC ruling" to which he referred was a letter written by the FCC to the party commenting on a Progressive complaint of June 13. In that letter the FCC said it had no power to insure that networks would cover the forthcoming Progressive convention, as had been requested by the party.

Refers to Sec. 315

The Commission did point out, however, that Section 315 of the Communications Act applied to acceptance speeches "by the candidates themselves" and that any licensee that carried one would be obliged to "make equal opportunities available to all other legally qualified candidates for that office."

In its letter of July 30, sent to the 439 radio stations and 94 television stations the Progressive Party did not discriminate between candidates and people speaking on their behalf.

Mr. Baldwin, the Progressive secretary, said in a news release issued coincidentally with the dispatch of the letters to stations that there had been a "general refusal of stations to comply with the [FCC] order."

He said few had carried the acceptance speech broadcast by the wife of candidate Hallinan on his behalf.

Party's Planned Approach

Mr. Baldwin frankly outlined the tactics which the party intended to use in obtaining air time.

Phase One of the tactical plan, he said, was "forcing them to carry our candidates."

"Phase Two," he said, "is policing. Phase Three, action to revoke license, will follow, unless the public interest and the Commission's ruling are carried out."

At the party's New York headquarters last week it was reported that NBC-TV which did not carry the acceptance speech by Mrs. Hallinan had agreed to telecast a special address to be made by Mr. Hallinan after his release from prison Aug. 17. ABC-TV and CBS-TV also were said to have agreed to carry this telecast in areas where their outlets did not carry Mrs. Hallinan's speech.

In his letter to stations, Mr. Baldwin put the onus on them to tell whether they had carried the Progressive speeches and if not to offer time. He wrote:

We have been informed that your station broadcast the acceptance speeches of the Republican and Democratic candidates for President and Vice President. You will please, therefore, inform this office of the time and date on which you broadcast the acceptance speeches of the candidates of the Progressive Party. If you have not done so, this letter will serve as notice to you that you are required to conform to the FCC ruling. Will you, therefore, inform us immediately of the date and time when you will comply by broadcasting the acceptance speeches of the Progressive Party candidates for President and Vice President.

DPs Aid 'Vote' Drive

WCCC Hartford is airing recordings of Ukrainian displaced persons as part of its "Get Out the Vote" campaign. The DPs, who had suffered at the hands of Communists, demanded strict anonymity. They would not come to the studio or identify themselves to WCCC officials. It took a trusted intermediary, and a portable tape recorder to obtain the announcements. The intermediary, himself a DP, was pledged to secrecy and had to write out English syllables phonetically in the Ukrainian alphabet for one DP who could not speak English. All the spots begin: "I cannot give you my name. If I did, my friends and relatives in the Ukraine would be shot."

WJAG CELEBRATES

Marks 30th Anniversary

SPECIAL programming, along with live talent shows for direct audience participation, marked the 30th anniversary of WJAG Norfolk, Neb., owned by the Norfolk *Daily News*.

Quiz shows during the celebration featured more than 300 prize giveaways, the introduction of Miss WJAG and congratulatory recordings by former station staff members. The public was invited to shows aired from the City Auditorium.

Among the special programs was a tribute by Bob Thomas, WJAG manager, to his father, the late Art Thomas, who also managed the station; to the late Rep. Karl Stefan (R-Neb.), who was an announcer there, and to Gene Huse, WJAG owner. Miss WJAG presented scrolls of appreciation to 12 Norfolk businessmen who have advertised on the station many years. Another feature was *It Happened in 1922*, events of the year in which the station took the air.

Advertisement

Spot Radio Perfect For Short Selling Season

"The local, regional or national advertiser can move in quickly and get results."

National Spot Radio was really taken apart in the July 11 issue of Printers' Ink (which was a sellout.) Several thousand reprints of our report (that covered what spot is, when to use it, and how advertisers are using it successfully today), are now in the hands of busy radio salesmen, time buyers and advertising executives in every state.

Ten specific ways to use national spot were reported. The last of these was: "To promote a product that has a short selling season." The idea is simple. You just buy all the spots available during a short selling season, up to the limit of your budget, and as a result you can reach the early riser, the busy housewife in the morning hours, the ones who loaf during the afternoon, and the male members of the family during the early or late evening hours.

A suggestion: Order right now for each member of your staff a copy of this important article, of which John R. Sheehan of Cunningham & Walsh said—"Every radio time buyer should read this—truly a masterpiece." It sells for 50¢. Next, start telling the story of your market and your station every week in Printers' Ink.

These two suggestions are based on what we know to be true right now. Hundreds of local, regional and national advertisers are going to release during the next few months *emergency schedules* in addition to their regular schedules.

Bob Kenyon

Time is important. Your own staff can't possibly reach all of your prospects. But in Printers' Ink you can reach more buyers of advertising than in any other publication. Of our new all-time high in circulation of 23,793, more than two-thirds are buyers of advertising: agency officials, time buyers, advertising managers, sales managers, district managers, and the top level of management who give the final O. K. to a regular or emergency schedule.

Rearrange your own budget if necessary so that you can, each week, in 1/6 of a page, or a full page, tell in Printers' Ink why your station and market should be included on any emergency schedule *now in the making*.

Any of our offices are ready to assist you. Write, phone, or ask us to call.

The buyers of advertising you want as customers, thousands of them, are regular readers of Printers' Ink, the Voice of Authority.

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

New Business

(Continued from page 16)

Sample, Toronto, for Franco-American products and Compton Adv., N. Y., for Campbell pork and beans.

CRAFTSMAN INSURANCE AGENCY, S. F. appoints Theodore H. Segall Adv., that city. TV is being used.

OWEN NURSERY, Bloomington, Ill., names MacFarland, Aveyard & Co., Chicago, for Bob Richard Enterprises Div. Plans call for spot radio-TV.

MEAD JOHNSON & Co., Evansville, Ind., names McCann-Erickson, Chicago, for pablum cereal. Radio is used. **FRANK STULL** is account executive.

HARTMAN CHEMICAL Co., L. A. (chorophyll foot lotion), appoints Yambert-Prochnow Inc., Beverly Hills. Radio is being used.

G. A. GOODRICH Co., Chicago (cake mix), appoints Buchanan & Co., that city. Fall spot radio-TV is being planned.

OGDEN WATER PURIFIER Co., L. A. (faucet attachments), appoints Ross Roy Inc., Hollywood. TV is being used.

CLUB DEL MAR, Santa Monica, Calif. (beach club), appoints Charles Ross Adv., Hollywood. TV is being used.

Adpeople . . .

KENNETH C. GUNTHER, sales promotion and direct advertising consultant to TWA, appointed director of advertising, Resort Airlines Inc., N. Y.

H. E. DAVIS assistant sales manager, Polaroid Corp., Cambridge, Mass., to special sales representative post in Southern Calif. He is succeeded by **EUGENE C. ROBERTS**, formerly with Standard Oil of Calif.

TED MATERNA appointed advertising and sales promotion manager, Artone Color Corp., N. Y. Firm will enter network radio in fall. TV will be used in localized market areas.

ROBERT STRONG, sales manager, Slick Airways, Dallas, transfers to Burbank, Calif., headquarters as advertising and public relations manager.

EDWARD E. PALMER named sales manager, Freewax Corp., Tallahassee, Fla. (insecticidal wax).

CHARLES J. LICK, president, Los Angeles Brewing Co. (Eastside beer), elected honorary director for life by United States Brewers Foundation, with whom he served 16 years as director.

STEPHEN C. SCOTT, assistant to **VICK KNIGHT**, president of Hollywood agency bearing his name, to Hydro-Aire Inc., Burbank (aviation equipment), as advertising-public relations staff assistant.

IIA Truth Campaign

(Continued from page 43)

curity Agency and other departments.

Action is expected sometime after September when a subcommittee may be appointed. Hearings and overseas junkets by Congressional members are indicated—at least the State Dept. has been advised to that effect—and a report will be submitted this winter. Text of the resolution, introduced in February 1951 and favorably reported upon by the committee this past June, stressed the importance of U. S. psychological warfare and "international propagation of the democratic creed (as) an instrument of supreme national policy."

It calls for a study of means of assuring "maximum ultilization of radio broadcasting, by medium wave and short wave."

ILLEGAL OUTLET

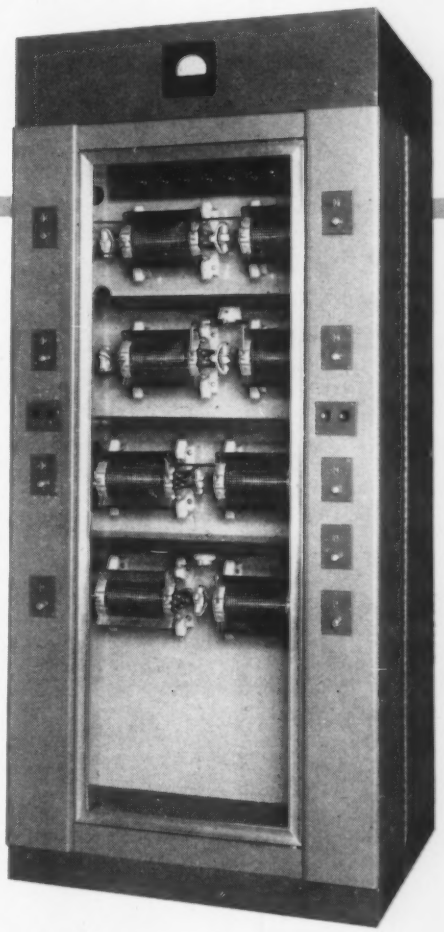
Had Used WCBS Frequency

SOUTHERN California's seven months enjoyments of jazz, minus commercials and illegally broadcast during the night and early morning hours, came to an abrupt halt last Monday (Aug. 4).

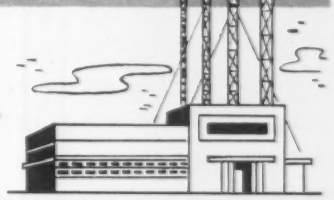
Philip E. Peterson, 28-year-old Long Beach radio parts employe, was arrested by FCC agent Robert J. Stratton for violating the Federal Communications Act. His radio station, identified as XERD Sonora, Mexico, was found to be a complete unit within a garage. It was closed and his collection of more than 2,000 records, many of them collectors' items, was confiscated.

The broadcaster, free on $250 bail, explained his purpose was to broadcast to Mexico and that he was only testing the equipment pending the arrival of his Mexican permit.

The Perfect Companion Unit to your *Continental* Transmitter



The sleek, stylish Phasing Control and Power Division Unit shown above was designed and manufactured especially for Radio Station KWTO, Springfield, Mo. It is typical of Continental's high calibre engineering of electronics equipment geared to meet exact station requirements. Whatever the nature of the directional array involved, consult Continental for production of all types of antenna phasing equipment, custom-designed to meet your specific requirements.



Distributed by GraybaR ELECTRIC COMPANY

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas

WHAT A BEAUTIFUL MORNING
FOR ADVERTISERS ON WCKY

Breakfast Time with Leo Underhill 7:00-9:00 AM is the morning show in Cincinnati that is giving advertisers a big sales lift at a low cost.

Good Ratings and *Low Rates* make this by far the lowest cost per 1000 early morning buy in Cincinnati.

JUST COMPARE . . .

Station	Power	Average Cost Per * 1000 Homes (¼ hr. pgm.)
WCKY	50,000 Watts	$2.76
Station A	5,000 Watts	$6.95
Station B	5,000 Watts	$3.60
Station C	250 Watts	$4.25

WCKY IS THE BEST MORNING BUY

IN CINCINNATI

** Calculated from May-June Pulse ratings. Radio Homes in 2.0 millivolt area, open ¼ hour rate.*

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-

What A Beautiful Morning

FOR A BEAUTIFUL SALES RECORD IN CINCINNATI

You can buy Breakfast Time on a low, low budget and join this list of smart morning advertisers on WCKY:

Lipton Iced Tea
Pennington Bread
Cincinnati Street Railway
Silver Star Blades
Bayer Aspirin
Colgate Toothpaste
Seaboard Finance
Albert's Clothing Store
Rockwood Candy
Life Savers
Hull Dobbs Motors
New York Central Railway
Farr Brothers Appliances
Allis Chalmers
Kroger
River Downs

BUY BREAKFAST TIME
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TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

editorial

Sec. 315 Skiddoo

THOUGH it would be clearly within its rights to request broadcast opportunities for its candidates equal to those granted the Democratic and Republican nominees, the Progressive Party is abusing those rights and indeed resorting to unadorned blackmail in the tactics it has adopted.

It has sent a letter to stations accusing them of violating FCC rules in failing to carry an acceptance speech *on behalf of* the Progressive candidate for president. The letter neglects to mention the awkward circumstance that prevented the candidate from speaking for himself. At the time of his nomination as Progressive standard bearer, Vincent Hallinan was a resident of McNeill Island, a federal penitentiary off the Washington coast.

There is a serious question that a station must carry political broadcasts *on behalf of* any candidate. The law applies only to candidates themselves and has been so interpreted by the U.S. Circuit Court of Appeals.

Apparently this discrepancy was unnoticed by those networks and stations which reportedly have agreed now to carry either transcriptions of the acceptance speech made last July by Mr. Hallinan's wife, in the enforced absence of her husband, or a new speech to be delivered by Mr. Hallinan himself after he is sprung from the federal pokey Aug. 17.

We doubt that broadcasters must broadcast either the original speech made *on behalf of* the candidate or the delayed performance by the candidate himself. Neither of these addresses is comparable to the acceptance speeches of the Democratic and Republican candidates.

In defense of those who have yielded, however, it must be said that the tone of the Progressive Party's letter was of such unrestrained belligerency as to make almost anyone flinch, and further it quoted (out of context) an FCC letter seemingly assuring the Progressives that the FCC would kick off the air any station that didn't give the party anything it wanted.

So far, unfortunately, the FCC has done nothing to disavow the purposes ascribed to it by the Progressive Party. That, more unfortunately, is in keeping with the traditions of the FCC which seems to have taken a perverse joy in recent years in making politics an intolerable problem for broadcasters.

In this case the Commission could at least partly redeem itself by telling the Progressives to behave with more propriety and quote the Commission correctly. Continued silence from the FCC will only encourage more malicious methods of thuggery by a party which has already demonstrated a contemptuous disregard for ethics or law.

New Headache

IT IS NOT enough that broadcasters should be going into this political season with the legal encumbrances that have plagued them through the years. This time they have an additional, and as yet unclarified, stricture to observe.

Thrown into the final version of the McFarland Act was a section prohibiting broadcasters from charging political candidates more than "the charges made for comparable use of such stations for other purposes."

Immediately, of course, the question arises: What does "comparable" mean? In the absence of official interpretation, broadcasters will have to follow their own best judgment in applying this rule.

The NARTB has issued some suggestions along this line which seem to be fine as far as they go. The NARTB has advised broadcasters to charge local rates for local candidates and national rates for national candidates.

We think the rule of comparability should be strictly applied. Each candidate who seeks to buy time to advertise his candidacy should be regarded exactly as a commercial sponsor who wants to advertise his product. If a station has a local rate, it should apply, with appropriate discounts for frequency, to candidates whose spheres of interest coincide with the marketing areas of merchants who are accorded that rate. If the station gets a national rate from commercial accounts whose marketing area is statewide, then candidates for state offices should be charged accordingly.

Further, candidates who preempt time already sold to a commercial sponsor ought to be charged the same prices that a commercial account preempting such time would be charged—the cost of the time preempted plus whatever rebates must be offered to the original sponsor whose time is preempted.

Bread-Boarditis

SOONER or later—preferably sooner—the FCC will be compelled to recognize the march of electronic progress by putting into effect its proposed rules to ease operator ticket regulations and permit remote control of transmitters.

Organized opposition to the Commission's proposed rule changes is reminiscent of the stubborn battles to forbid use of electrical machinery and concrete mixers in building construction. It is based on a fallacious job-eliminating premise in an era of acute technician shortage.

In the station bracket of 10 kw and under can be found the backbone of American broadcasting. In this same bracket there is a dearth of available first-class ticket holders available for work at wage levels for comparable technical help in thousands of communities. It is a serious shortage that harrasses managers compelled to staff transmitters under provisions of antiquated regulations.

These requirements were set up in an era of bread-board equipment—an era when a soldering iron and roll of wire were a station's best friend. They were adopted in an effort to keep equipment operating without frequent breakdowns.

Check the log of any small broadcast station, preferably several dozen stations, and the inevitable conclusion will be that a very few hours a week maintenance will be adequate. That's what chief engineers are for, and in case of rare mechanical crisis most stations summon outside technical service.

In the case of remote operation, technical progress has produced equipment that can be operated more efficiently by unattended means than by personal attention, as successfully demonstrated in Canada.

It's unpleasant to see featherbedding artificially stimulated. People are not being thrown out of work. No shortage of jobs is plaguing technicians. On the other hand, there are jobs for all. More jobs are in the offing—thousands and thousands of jobs—as TV starts its promised expansion. Video operation entails use of larger and more knowledgeable technical staffs because both audio and video are involved.

The facts must be faced—hard facts of broadcast life outside the glamour of big-city boundaries and 50 kw electronic palaces. Electronics is a burgeoning field. There will be more and better jobs—for those that have the initiative to keep abreast of developments.

our respects to:

SEN. ERNEST W. McFARLAND

IT was the closing sessions of the 82nd Congress. Finally, after a year of inaction, the House was scheduled to take up the McFarland Bill (S 658) for revising the Communications Act of 1934, which the Senate already had passed. House leaders had scheduled the debate for a Tuesday.

Late the week preceding, the White House told its cohorts in the lower house to yank the bill. It had several provisions the President's aides didn't like—a newspaper anti-discrimination section, separation of FCC staff from commissioners proviso, and others.

So, off the House schedule it came.

It was then that the soft-spoken, junior Senator from Arizona, whose name the bill bore and who had shepherded it through three Senate passages, exploded.

No one knows the complete story, but the upshot was the rescheduling of the bill for the next week's calendar, its passage by the House, and finally the President's signature—putting into effect the first substantive changes in radio's basic law since the Radio Act of 1927.

If there's one attribute Ernest William McFarland has—it's doggedness.

That, and a reputation as a man whose word is his bond.

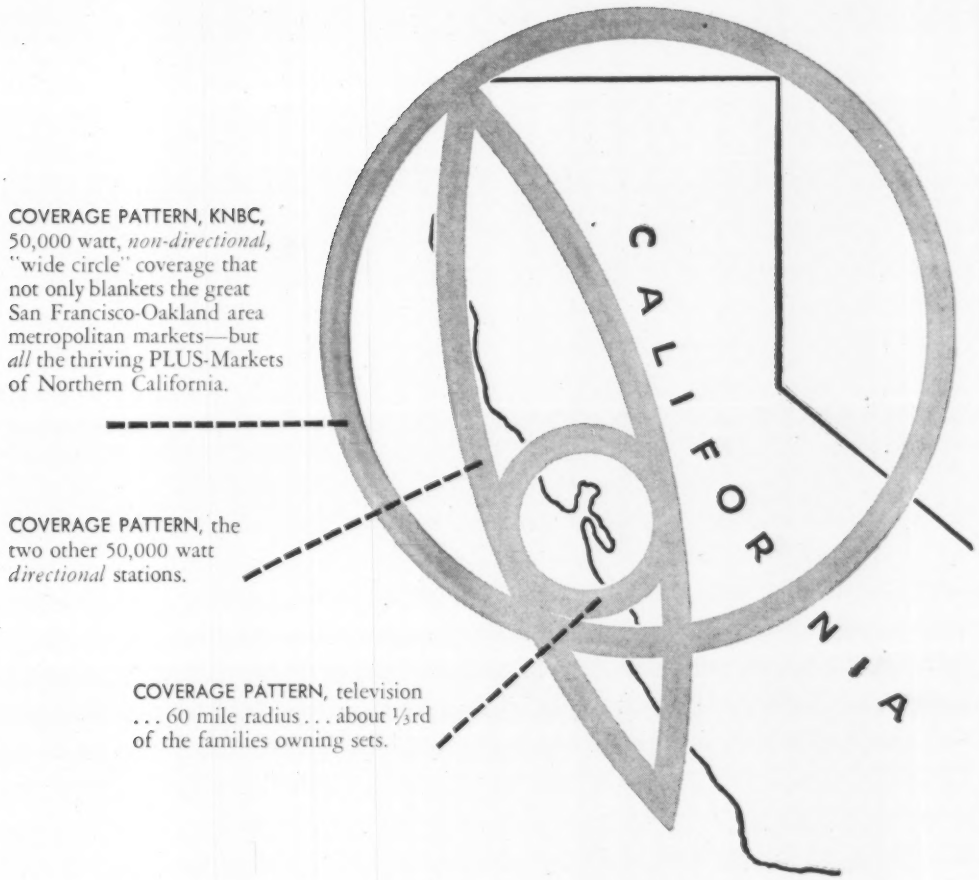
There's one other characteristic the stocky, white-haired one-time Arizona judge has. That is his ability to conciliate the diverse temperaments and views of the 95 other Senators who sit in the "greatest deliberative body in the world." It is this facet of his character that has made him a successful leader of the Democratic majority in the Senate.

The need for changes in the Communications Act became apparent as early as 1939. Radio's statutes (basically those of the Radio Act of 1927) were already 12 years old and the art of communciations had zoomed forward in the interval—to the point where many of the provisions of the law were antiquated.

Sen. Burton K. Wheeler (D-Mont.) tried to do something about it in 1939. Rep. Morgan G. Sanders (D-Tex.) tried to do something about it in 1941. Sens. Wallace H. White Jr. and Wheeler tried to do something about it in 1943. Again in 1947 Sen. White and Rep. Charles A. Wolverton (R- N. J.) tried.

A man with less persistence would not even have tried to amend the Communications Act after the unsuccessful history of past attempts. But, Sen. McFarland is nothing if not pertinacious. In 1949 he got his bill through the Senate. It failed to get anywhere in the

(Continued on page 52)


COVERAGE PATTERN, KNBC, 50,000 watt, *non-directional*, "wide circle" coverage that not only blankets the great San Francisco-Oakland area metropolitan markets—but *all* the thriving PLUS-Markets of Northern California.
COVERAGE PATTERN, the two other 50,000 watt *directional* stations.
COVERAGE PATTERN, television ... 60 mile radius ... about ⅓rd of the families owning sets.
CALIFORNIA

In Northern California...

KNBC reaches more people, more often, than any other radio or TV station. This wide circle coverage plus program popularity make **KNBC,** *San Francisco, Northern California's No. 1 Advertising Medium*

• 50,000 WATTS • NON-DIRECTIONAL • 680 KC • REPRESENTED BY NBC SPOT SALES •

front office

IRVIN G. ABELOFF, general manager, WLEE Richmond, Va., elected vice president.

RICHARD B. STARK, account executive, The Katz Agency, named account executive on sales staff, DuMont Television Network.

WILLIAM J. HUBBACH rejoins KOMO Seattle as account executive after two years service with Navy.

Mr. Froelich

HAROLD FROELICH, KOTV (TV) Tulsa, to sales staff, The Katz Agency, Detroit. NORMAN R. PROUTY, sales manager, WFIL Philadelphia, transfers to agency's New York office.

MEL GOLDBERG, account executive WONE Dayton, Ohio, to WKPA New Kensington, Pa., as commercial manager.

ROBERT DeSOUSA, sales manager, KNBH (TV) Hollywood, has resigned.

Mr. Prouty

JOSEPH M. FLANIGAN, advertising sales staff, *The New Yorker*, to WQXR New York as account executive.

WESLEY ELLIS, announcing staff, KTBC Austin, Tex., and TOM BROWN, producer, WFAA Dallas, to sales staff, WRR Dallas.

AZIE ALPERN, consultant to Schepp-Reiner Co., N. Y., station representative, to same firm as general manager. NOAH JACOBS, New York representative of Shepard Engineering Co., to Schepp-Reiner as account executive.

be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WWNR (b) 1000 W. BECKLEY, W.VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

BILL O'DONNELL, sales staff, KXOK-FM St. Louis, transfers to AM outlet in same capacity.

KSJO San Jose Calif., appoints Adam J. Young Jr. Inc. as national representative.

Personals . . .

WAYNE W. CRIBB, general manager, KHMO Hannibal, Mo., recuperating from operation performed last month . . . JAMES D. SHOUSE, Crosley Bcstg Corp. and Avco Mfg. Corp. executive, named to personal staff of Gov. Lawrence Wetherby of Kentucky with honorary rank of colonel for "his contributions to his native state of Kentucky. . . ."

LT. COL. GEORGE O. GILLINGHAM, FCC director of information, goes on two weeks active duty Aug. 16 with Chemical Corps at Fort Meade, Md.

Our Respects To

(Continued from page 50)

House. Again in 1951, Sen. McFarland reintroduced the bill. Again the Senate passed it. But for 15 months it virtually stagnated in the House. Then, finally, the big push came and in June of this year it was ready for floor debate.

And then came the word from the Executive Mansion. For a while it looked as if the fate of S 658 was going to duplicate that of all the previous communications measures.

But, Sen. McFarland got his dander up. As majority leader he was not only able to buck the White House, he actually had enough influence to force it to back down.

Ernest William McFarland—"Mac" to his colleagues on Capitol Hill—is the son of pioneer parents who were among the early settlers of the Pottawatomie strip in Oklahoma. He was born in Earlsboro, Okla., in 1894, and attended the Earlsboro and Seminole County public schools. For a while he thought he was going to be a teacher and he attended the Oklahoma East Central State Teachers College at Ada. In 1917 he got an A.B. degree from the U. of Oklahoma.

Taught in Rural School

During this time he taught rural school in Seminole County. While studying for his A.B., he was law librarian at the university. In between times, he clerked in a grocery store and sold life insurance.

After a hitch in the Navy during World War I, the young McFarland went to Stanford U., where in 1921 he received his Master of Arts degree and also the right to sign "Jur. D." (Doctor of Laws) after his name. In 1950, Sen. McFarland was honored by his own state university with an honorary LL. D. (Doctor of Law and Letters).

After three years of law practice in Casa Grande, Ariz., the young barrister was named assistant attorney general for the state of Arizona.

After two years in that position, he was elected attorney for Pinal County, a position he held for six years until his election in 1935 as judge of the Superior Court of Pinal County. (He is still "The Judge" back home in Florence.)

To all who live in Arizona, the most important question in their livelihoods is—water. And the man who knows most about Arizona's water laws is—Sen. McFarland.

Without water for irrigation, flowering Arizona would return to the mesquite and sand of the desert.

As a young attorney, as assistant attorney general, as a county attorney and as a judge, Sen. McFarland handled much water litigation. In fact, until he became county judge, he represented the San Carlos Irrigation and Drainage District of Arizona. And, as a judge he handled many such cases.

Colorado River Project

If there is one thing Sen. McFarland would like to have, to cap his Washington career, it is the passage of legislation approving the diversion of Colorado River water to the great Central Valley of Arizona. Since 1949 he and his fellow-Arizonan, Democratic Sen. Carl Hayden, have pressed for, and gotten through the Senate twice, a bill which would authorize this. But, time after time, House passage has been stymied by the bitter opposition of California representatives.

When Sen. McFarland was elected to the Senate in 1940—he took Sen. Henry F. Ashurst's seat—he came under the influence of a fellow westerner, former Sen. Wheeler, who was chairman of the Senate Committee on Interstate & Foreign Commerce. This is the committee which oversees broadcasting and communications among other things.

Sen. Wheeler took the 46-year-old freshman Senator and made him a member of the subcommittee on communications, of which Wheeler himself was chairman.

Thus, right from the commencement of his Senatorial life Sen. McFarland has been closely identified with communications.

In the 81st Congress, Sen. McFarland was made chairman of the communications subcommittee of the Interstate & Foreign Commerce Committee. His good friend, fellow-westerner and fellow baseball root-

er, Sen. Edwin C. Johnson (D-Col.), became chairman of the whole committee.

As chairman of the communications subcommittee, therefore, he came to know intimately the problems of broadcasters and the activities of the FCC. Small wonder then that his interest in radio law led him to foster the changes he literally had to bull through the Congress.

Sen. McFarland also is a member of the Senate Committee on Interior & Insular affairs.

Sen. McFarland is married to the former Edna Eveland. They have one daughter, Mrs. Jewell Lewis. When he's home, the Senator likes to get back to the soil—he owns a small cotton farm near Florence. He's a member of the American Legion, the Masons, Elks, Lions, Moose, Knights of Pythias and attends the Methodist Church.

Right now he's engaged in a tough battle for re-election. Victory-sniffing Republicans think they can gain great prestige by unseating the Senate majority leader. His opponent is Phoenix merchant Barry Goldwater.

High spot of his Senatorial career was his election as leader of the Democratic majority in the 82nd Congress. As majority leader it was his job to see that the 49 Democratic Senators toed the line, and to try and persuade some of the 46 Republicans to vote with the majority.

To be successful he must be trusted. How well he is trusted was described by Detroit newspaperman Blair Moody shortly after his appointment as Senator from Michigan to succeed the late Sen. Arthur Vandenberg.

Writing in the *New York Times Magazine* last year, Senator Moody described a conversation with Sen. McFarland on the floor of the Senate just before the vote on whether the hearings on the dismissal of General MacArthur were to be open or closed. Here is what he said:

I walked down the aisle to talk with the Majority Leader, Senator Ernest W. McFarland of Arizona—seated front row, center-aisle-left. One of the sharpest changes of opinion resulting from my move from gallery to floor was in my attitude toward McFarland. As a reporter I rated him quite a good fellow and a pretty fair choice for the leadership. From the floor he is tops on both counts. He knows how to handle men. . . . I whispered in his ear, "Ernest, I hate to leave you on my first vote. But I don't see how I can vote for closed hearings. You know my newspaper background. Why don't we open them up?"

Here was a defection which might reverse the result of the roll-call. McFarland never batted an eye. He whispered, behind the back of his hand: "That's all right, Blair. I'll never ask you to vote against your convictions. . . ."

Even the opposition has words of high praise for Sen. McFarland. Here is what Minority Leader Sen. Styles Bridges (R-N.H.) said the closing day of the 82nd Congress:

I have found Ernest McFarland to be fair, courteous and impartial. He is a man whose word is as good as his bond. . . . If it [majority leadership] should remain on the other side, I appreciate the excellent judgment of the Democrats in selecting Ernest McFarland as their leader.

And the page boys love him. In a *Washington Post* article several Sundays ago, author Glenn D. Everett said that Sen. McFarland had acquired no nickname among the blue-suited pages who run errands for the Senators (they've nicknamed other senators "Baldy," "Potato Head," "Mumbles," etc.). McFarland is popular among the pages, the article said, "because he is always urging the Senate to get on with its business. There's no happier music to the ears of the Senate employes. They love him."

CBS INC. ELECTS

Murphy, Van Volkenburg

ADRIAN MURPHY and J. L. Van Volkenburg, presidents of CBS Radio and CBS Television, respectively, were elected to the board of directors of the parent company, CBS Inc., at the board's regular meeting last Wednesday.

Mr. Van Volkenburg

The action, announced by CBS President Frank Stanton, brings the board's membership to 16. In addition to the new members, they are: Prescott S. Bush, Frederick L. Chapman, Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, Ralph F. Colin, James B. Conkling, J. A. W. Iglehart, Leon Levy, Edward R. Murrow, Samuel Paley, William S. Paley, Dorsey Richardson and Mr. Stanton. William S. Paley is board chairman.

Mr. Murphy, with CBS since 1936, has been president of CBS Radio since last March 11. Before that, he was president of the CBS Labs. Div. from the time it was established when the various CBS broadcasting and manufacturing operations were set up as autonomous units in July 1951. He was executive director of television for CBS before the war and afterward was a key figure in CBS color TV affairs.

Mr. Murphy

Mr. Van Volkenburg has been president of CBS Television since the division was created in the July 1951 reorganization. He joined CBS in 1932 as sales manager of its KMOX St. Louis, and the following year was named president and general manager of the station. He transferred to the CBS Central Div. in Chicago in 1936, and to the New York headquarters in November 1945 as general sales manager of CBS Radio Sales. He subsequently served as director of CBS Television Operations, and vice president in charge of CBS Network Sales.

WAPI 'REPORTER'

Sen. Sparkman To Be Honored

WAPI Birmingham will give a dinner Aug. 21 for its favorite political reporter—Sen. John Sparkman (D-Ala.), Democratic Vice Presidential nominee. The station boasts it is the only radio outlet whose convention reporter wound up as a candidate.

Sen. Sparkman broadcast a daily 5:45-6 p.m. commentary on WAPI during the Democratic convention. WAPI in turn fed a 12-station Alabama hookup. Thad Holt, WAPI president, credited the Senator with many beats and exclusives, including "an excellent job of covering the Southern walkout and getting both factions on the air." The Senator also covered the 1948 Democratic convention for WAPI.

WAFM-TV, Mr. Holt said, teamed with WDSU-TV New Orleans and WMCT (TV) Memphis in a three-state *Report to the South* convention program, with Sen. Sparkman handling the Alabama portion of the feed.

Guests at the Aug. 21 dinner will include all who helped in the Chicago convention coverage. Ed Norton, WAPI board chairman, and Mr. Holt will be hosts, with Mayor Cooper Green, of Birmingham, as chairman of the arrangements committee. Proceedings will be broadcast and telecast. Sen. Richard M. Nixon (R-Calif.), Republican Vice Presidential candidate, has been offered the same radio-TV facilities.

POULTRY POLITICS

Stevenson on Chicken

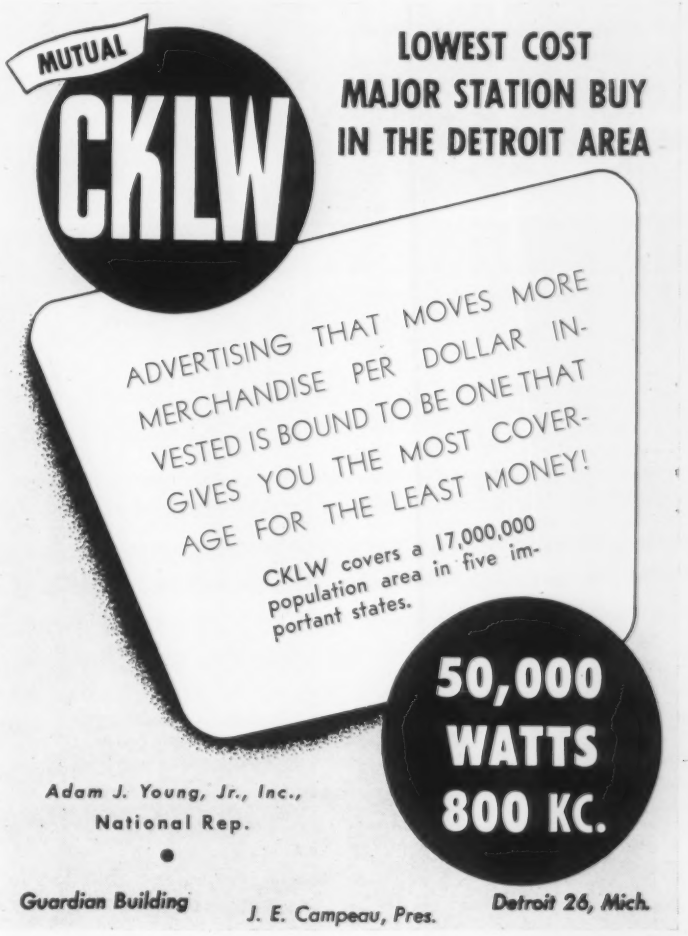
GEORGE BIGGAR, program executive at WLS Chicago who handles the station's famed *National Barn Dance*, has a letter he may save for his grandchildren. Written by Illinois' Gov. Adlai Stevenson, the letter tied in with a fried chicken promotion featured on Ralston-Purina's *Party Line* at the station.

The letter: "It's no secret to my friends that southern fried chicken is one of my very favorite dishes. Confidentially, my resistance is low also to chicken chop suey. In both these enthusiasms I know I have a lot of company. In fact, I'm sure that if I could count on the drumstick vote in the election this fall I would be sure of re-election."

The letter was written before the governor was nominated for the Presidency by the Democratic Party.

Mutual Renews Heatter

SIGNING of five-year extension of newscaster Gabriel Heatter's exclusive radio and TV contract with Mutual was announced last week by Executive Vice President William H. Fineshriber Jr. The renewal runs from Jan. 1, 1954, to Dec. 31, 1958. Mr. Heatter currently is heard twice a day on Mutual's weekday schedule.


MUTUAL
CKLW
LOWEST COST
MAJOR STATION BUY
IN THE DETROIT AREA
ADVERTISING THAT MOVES MORE MERCHANDISE PER DOLLAR INVESTED IS BOUND TO BE ONE THAT GIVES YOU THE MOST COVERAGE FOR THE LEAST MONEY!
CKLW covers a 17,000,000 population area in five important states.
50,000 WATTS
800 KC.
Adam J. Young, Jr., Inc.,
National Rep.
Guardian Building
J. E. Campeau, Pres.
Detroit 26, Mich.

air-casters

ROBERT J. SULLIVAN, CBS Radio Spot Sales, named promotion manager, WOR New York.

CHARLES STAMPS appointed associate TV director, NBC Chicago. **ERNEST SANTELL** named TV production facilities assistant there.

CARL F. NEUMANN, farm service director and livestock market reporter at KOMA Oklahoma City, to WLS Chicago as assistant farm program director.

LENNY SHERMAN, New York TV actor, assigned role in Warner Bros. feature film, "Back to Broadway."

LEONARD MOSBY, continuity director, WJHP Jacksonville, Fla., to WMBR-TV same city, as floor manager.

BOB HAMILTON, disc m.c., KHON Honolulu, to KWKW Pasadena, Calif., in a similar capacity.

SHIRLEY HEINES appointed music director, WJPS Evansville, Ind., replacing **DOROTHY McLEAN.**

NADINE HILL, office manager, KCSB San Bernardino, to Hollywood office of KBIG Avalon.

BUNNY ROBERTS, Miami, Fla. disc jockey, to WOR New York for Tues. through Sun. disc show.

WILLARD F. HANSON, WPAC Patchogue, L. I., appointed farm director.

CECIL L. RICHARDS to WBZ-AM-TV Boston as assistant promotion manager. **JOSEPH P. CULLINANE** appointed publicity director there.

PHIL ARNOLD, NBC-TV Hollywood comedian, assigned role in Warner Bros. feature film, 'Stop, You're Killing Me."

FRED MAY, WNDR Syracuse, to WPTR Albany, N. Y.

ALICE MALARKEY to KEX Portland, Ore., promotion department as assistant to **CHARLES L. BURROW,** promotion manager. **GEORGE W. STATTON,** WKYW Louisville, Ky., to announcing staff, KEX.

GEOGE FENNEMAN, announcer on NBC-TV *You Bet Your Life,* adds similar duties on NBC-TV *Martin & Lewis Show.*

STU WILSON, special events director, KBIG Avalon, Calif., assigned role in M-G-M feature film, "The Girl Who Had Everything."

JAY TROMPTER, free lance Chicago announcer, to WIND that city, as m.c. of *Record Shop* program.

JERRY BRADFORD to announcing staff, KPRK Livingston, Mont., after service in Navy.

LUCRETIA TUCKER to WMTR Morristown, N. J., as advertising copywriter.

LARRY FINLEY, disc m.c., KFWB Hollywood, named first honorary member of Hollywood Comedy Club.

HOLLY GRAHAM to WMCK McKeesport, Pa., for nighttime jazz disc jockey show.

PAUL KUPLER, sports assistant, *Happy Felton's Knothole Gang,* to WOR-TV New York as production assistant on sports remotes.

GOODRICH (TIGER) FLOWERS, New Orleans disc jockey and sports commentator, to announcing staff, WDSU New Orleans.

FORREST H. RESPESS, continuity director and announcer, WXLW Indianapolis, appointed radio-TV public information officer for Indiana Wing of Civil Ar Patrol.

EVERETT MITCHELL, NBC Chicago farm commentator and emcee on *National Farm and Home Hour,* and Clara Christensen were married July 26.

DOUG CLARK, WASH-FM Washington announcer, and **JEAN BECKWITH,** Enders Adv., that city, were married in June.

ROLLIN C. SMITH, announcer, WSTC Stamford, Conn., father of girl, Elise Evelyn, July 30.

HOWARD E. SWANSON, announcer, WDMJ Marquette, Mich., father of boy, Neil Garnet, July 26.

MARGARET MacDONALD, radio actress, and Mark Page, Hollywood painter and interior decorator, were married July 24.

VERNE PAULE, special events director, WJPS Evansville, Ind., father of boy, Stanley Edward, July 26.

11th IN EFFECTIVE BUYING INCOME PER CAPITA

among Sales Management's 162 Metropolitan Areas

Distributors and merchants here are pleased that the Quad-City area has moved 3 steps ahead to 11th place in the effective buying income category. This great depth of quality among 240,500 Quad-Citians is a pretty good promise of success for the advertiser who has good merchandise to sell and does it wisely through the use of WHBF —a Quad-City sales medium for over 25 years.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery Knodel, Inc.

News . . .

NICK DiRIENZO to WMTR Morristown, N. J. news staff succeeding **JOE SLAVIN,** who resigned to enter public relations field.

Mr. Weeks

JOSEPH WEEKS, news staff, CBS New York, to WIBC Indianapolis, in same capacity.

ROY MAYPOLE, special events announcer-commentator, KTTV (TV) Hollywood, promoted to producer of special events.

PAT MICHAELS, radio news commentator and former war correspondent, to WDSU-AM-TV New Orleans.

PAULINE FREDERICK and **TAYLOR GRANT,** ABC news commentators, have received Award of Merit from National Safety Council for contributions to council's transcribed radio series, *The Fight for Life.*

Open Mike

(Continued from page 20)

sure they would not have sent us so much tub-thumping self-praise of their cleverness—which usually arrived three days late by mail.

They would have sent us real news. . . .

Let us hope that when future events knock off the programs that the net press crews will remember that columnists need news to write columns.

Herschell Hart
Radio-TV Editor
Detroit News
Detroit

* * *

Wrong Port for Storm

EDITOR:

While leafing through BROADCASTING • TELECASTING [July 14], my eye lit on an item about my former boss, who was a delegate to the Democratic National Convention and nominated Sen. Fulbright.

However, I would like to correct your reporter on his identity. He is Storm Whaley, general manager of KUOA Siloam Springs, Ark., not KUOM as given in the item. . . .

Harry Waterhouse
Chief Copywriter
WNAW North Adams, Mass.

* * *

What's in a Name?

EDITOR:

I note with interest the comment in the [July 21] issue of BROADCASTING • TELECASTING in the "Open Mike" department wherein the suggestion is made that advertising be referred to as "airvertising" or "telvertising" rather than the conventional term of just plain "advertising."

To this I add my hearty approval. As a matter of fact, some 10 years ago, while serving as general manager of WGBR Goldsboro, N. C., we originated this phrase for use on all our promotional material [which] carried the tag-line, "WGBR airvertising gets results." . . .

Harry G. Bright
Stations Relations Mgr.
International Events Inc.
Fayetteville, W. Va.

* * *

Blessings on Blatt's

EDITOR:

The Blatt's Department store story in the Aug. 4 issue was great stuff. . . .

This is my order for 50 reprints of same. It is stuff like this that makes each issue of BROADCASTING • TELECASTING one of the greatest sales tools in broadcasting. . . .

Walt Dennis
Commercial Manager
WILS Lansing, Mich.

[EDITOR'S NOTE: Mr. Dennis speaks with authority when it comes to air advertising by department stores. He used to be radio-television director of Allied Stores Inc.]

* * *

Stronger Sex

EDITOR:

This bit of information might be of interest to you. As far as I could ascertain, I was the only woman reporter covering the conventions (both) with a Minitape Recorder strapped on my shoulder. There were lots of Minitapes, but they were all borne by masculine shoulders. . . .

Alice Roosevelt Longworth . . . and I had quite a chat, she talking into the little mike in my hand. When it was all over, she was amazed to find herself on the radio. She never speaks for the radio, so she said, but she thought I was carrying a newfangled hearing aid and she was just trying to be cooperative. . . .

Drue Smith
WAPO Chattanooga, Tenn.

* * *

Source Work

EDITOR:

One of my projects this summer has been a research paper on educational television. BROADCASTING • TELECASTING was the most valuable source of both objectively reported news and editorial comment.

Bob Raiford
U. of South Carolina
Columbia, S. C.

* * *

Testimonial

EDITOR:

You are to be congratulated for the splendid manner in which you cover TV. Keep up the good work.

Louis C. Simmel
President
Simmel-Meservey Inc.
(Film producers & distributors)
Beverly Hills, Calif.

AUGUST 11, 1952

TELECASTING

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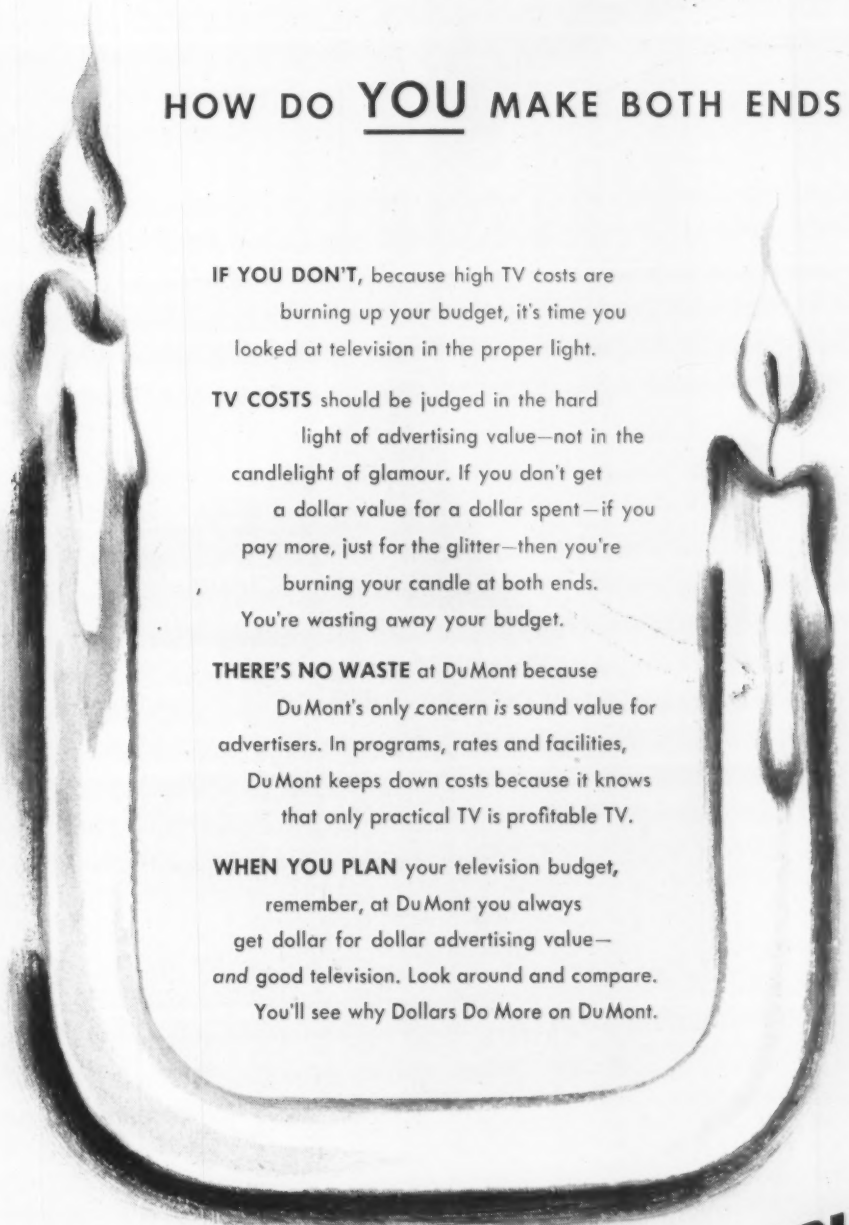
in our 7th year

HOW DO YOU MAKE BOTH ENDS MEET?



IF YOU DON'T, because high TV costs are burning up your budget, it's time you looked at television in the proper light.

TV COSTS should be judged in the hard light of advertising value—not in the candlelight of glamour. If you don't get a dollar value for a dollar spent—if you pay more, just for the glitter—then you're burning your candle at both ends. You're wasting away your budget.

THERE'S NO WASTE at DuMont because DuMont's only concern *is* sound value for advertisers. In programs, rates and facilities, DuMont keeps down costs because it knows that only practical TV is profitable TV.

WHEN YOU PLAN your television budget, remember, at DuMont you always get dollar for dollar advertising value—*and* good television. Look around and compare. You'll see why Dollars Do More on DuMont.

DUMONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N.Y.
MU 8-2600
A Division of the Allen B. DuMont Laboratories, Inc.

XUM

THE BEST ADVERTISING BUY

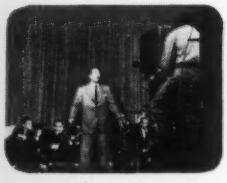
IN LOS ANGELES

ANY NIGHT IN THE WEEK!

HOOPEREPORT
SHARE OF LOS ANGELES TELEVISION AUDIENCE
Evenings—Sunday thru Saturday, 6:00 p.m. to 11:00 p.m., May '52

Average TV Sets-in-Use	41.2%
KTLA's Share	**23.5**
STATION "A"	19.9
STATION "B"	13.6
STATION "C"	13.4
STATION "D"	10.6
STATION "E"	10.5
STATION "F"	9.2

KTLA creates its own top-rated TV programs—shows that win and hold large and loyal audiences. Sponsored on a participating basis these KTLA programs produce highly satisfying results–more sales per advertising dollar!



Typical of KTLA-developed programs is ***"Bandstand Revue"***—Sunday night 9-10 P.M., a sparkling music and variety hour featuring the nation's top bands and musical personalities...

. . . Popular singing star Harry Babbitt emcee's ***"Bandstand Revue"*** which originates weekly in KTLA's Hollywood "studio theatre." Participating sponsorship in 20-minute segments are now available.

For an audition print, wire, write or telephone . . .
KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
New York • Detroit • Chicago • Boston • Memphis • Hollywood • San Francisco

KTLA
Paramount Television Productions Inc.

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

TELECASTING

AUGUST 11, 1952

FURTHER TV GRANTS

Court Retains Appeals; KROW Files

By LARRY CHRISTOPHER

INCHING farther down its city priority lists, FCC last week granted two more post-thaw commercial TV stations—one at Mobile, Ala., and another at Honolulu—and notified 10 applicants that their station bids must be designated for hearing.

The new station authorizations, bringing the total to 28 (including four non-commercial educational stations), went to:

Mobile, Ala.—Pursley Broadcasting Service (WKAB), UHF Channel 48, effective radiated power 22.5 kw visual and 12 kw aural, antenna height above average terrain 250 ft.

Honolulu, Hawaii—Hawaiian Broadcasting System Ltd. (KGMB), VHF Channel 9, ERP 35 kw visual and 17.5 kw aural, antenna 1,770 ft.

The Honolulu grant, while the first there, is the second made to territories of the U. S., which are not subject to the priority system. The earlier territorial grant went to WKAQ San Juan, Puerto Rico [B•T, July 28]. Four of the five other pending Honolulu applications are now slated for hearing. Radio Honolulu Ltd. remains unopposed for Channel 11.

The Mobile grant leaves three applications pending there, WKRG and Mobile Television Corp. competing for Channel 5 and WALA unopposed for Channel 8. Proposed channel change delays action on latter [B•T, Aug. 4].

Ten New Actions

Total applications designated or slated for hearing now total 95 with the addition of the following 10 new actions:

Portland, Ore. (Priority Group A-2, No. 2)—Mount Hood Radio and Television Broadcasting Corp., applicant to buy KOIN there [B•T, July 21], was advised its Channel 6 application is mutually exclusive with competitive bids of Pioneer Broadcasters (KGW), KOIN Inc. (KOIN) and KXL Broadcasters (KXL), hence consolidated hearing will be required.

Beaumont-Port Arthur, Tex. (Group A-2, No. 9)—Smith Radio Co., Channel 4 applicant at Port Arthur, notified it is mutually exclusive with bids of Lufkin Amusement Co., Beaumont, and Port Arthur College (KPAC Port Arthur). Television Broadcasters and Tom Potter, both Channel 31 applicants at Beaumont, notified their bids are mutually exclusive and hearing is necessary.

Chattanooga, Tenn. (Group A-2, No. 14)—Tom Potter, applicant for Channel 43, advised his bid "involves financial and past operation questions which indicate the necessity of a hearing." Mr. Potter, independent oil producer, also is applicant at Beaumont (see above) and Austin, Tex., and Baton Rouge, La. At one time he was part owner of the former KBTV (TV) Dallas.

Shreveport, La. (Group A-2, No. 18)—KTBS Inc. (KTBS) and International Broadcasting Corp. (KWKH), each seeking Channel 3, advised of need for comparative hearing. Similar notification was sent to Southland Television Co. (KCIJ), Radio Station KRMD (KRMD) and Shreveport Television Co., all seeking Channel 12.

Other television developments last week included:

● Refusal by the U. S. Court of Appeals for the District of Columbia to grant FCC's motions for dismissal of appeals of the Sixth Report and Order filed by KVOL Lafayette, La.; WLOA Braddock, Pa., and WISC Madison, Wis. [B•T, June 16].

The action was interpreted to mean (1) an aggrieved party can appeal to the court from a final order of the Commission even while a petition for reconsideration is before the FCC and un-acted upon, and (2) FCC can act upon such a petition even though a corollary appeal may be pending in court.

● Filing of another court appeal challenging provisions of the Sixth Report and Order—by KROW Oakland, Calif., in U. S. Court of Appeals, 9th Circuit, San Francisco. Petition for reconsideration also is before FCC [B•T, June 30]. KROW, one of original Bay Area applicants, wants allocation there restored to six VHF commercial channels (now four, with fifth reserved for education) and hearing status restored to pre-freeze basis. KROW noted San Francisco-Oakland hearing record was closed prior to September 1948 freeze.

● Informal report that FCC momentarily will announce Oct. 1 as date for initial comparative hearings on mutually exclusive TV applications. The Commission also is expected soon to announce appointment of some seven additional hearing examiners to handle the TV cases. Some staff members with experience in this field may be chosen.

● Relaxation by FCC of Sec. 3.613 of its rules (location of main studios of TV stations) with re-

(Continued on page 92)

CURRENT STATUS OF FCC'S CITY PRIORITY LIST

HERE IS COMPLETE tabulation of FCC's city priority list with final channel allocations, all new station grants and all pending applications up to late last Thursday. The city priority list shows the order in which new TV applications are being handled by the Commission under its temporary processing procedure [B•T, May 26] as set forth in the Sixth Report and Order which finalized the TV reallocation [B•T, April 14].

FCC is processing concurrently the applications in Group A-2 and Group B, with processing in each group being handled according to respective city priority number. Processing to date has extended to Shreveport, La., No. 19 in Group A-2, and Fort Lauderdale, Fla., No. 20 in Group B-1.

This is what the following list includes:

1. All 24 new commercial station grants since lifting of the freeze, plus all operating stations and channel changes granted or proposed for the 30 pre-thaw operating stations required to switch frequency by the Sixth Report..

2. All 740 pending commercial station applications, new and amended, filed since April 14 up to late last Thursday with channels requested and reference dates to issues of BROADCASTING • TELECASTING in which complete details may be found.

3. All applications designated for hearing to date, including those which have been notified under the McFarland Act that a hearing will be necessary.

4. All four noncommercial educational station grants, plus all pending applications for educational stations (see separate lists at end of main list).

Full details of new TV applicants, including ownership and related broadcast interests, have been carried in each issue since April 14. These are referred to below. An addenda correcting typographical errors in these listings also has been published [B•T, July 28].

FCC also has proposed certain changes in its final allocations for several cities, with processing of applications for some channels temporarily withheld pending final action [B•T, Aug. 4, July 28].

Cities involved include: Wilmington, Del. (substitution of Channel 83 for 53); Elberton, Ga. (24 for 16); Fort Wayne, Ind. (69 for 21); Lexington, Ky. (64 for 33); Fall River, Mass. (68 for 40); North Adams, Mass. (74 for 15, with new grant to WKNB New Britain, Conn., for Channel 30 stayed pending finalization of this proposal); Lima, Ohio (73 for 41); Allentown, Pa. (67 for 45); Newberry, S. C. (70 for 37); San Angelo, Tex. (3 for 6); Temple, Tex. (add Channel 6); Baton Rouge, La. (2 for 10); New Orleans (*8 for *2); Mobile, Ala. (10 for 8); Lafayette, La. (add Channel 10).

FCC also has ordered channel changes in following cities to become effective 30 days after publication in the *Federal Register:* Baltimore (Substitution of Channel 60 for 30); Harrisburg, Pa. (55 for 33); Reading, Pa. (33 for 55); Youngstown, Ohio (21 for 33); Warren, Ohio (67 for 21).

City priority groups listed below are:

Group A-2—Applications for new stations in cities 40 or more miles from any existing station. This is first city list below.

Group B-1—Bids for new stations in cities less than 40 miles from existing station and to which only UHF channels are assigned.

Group B-2—Bids for cities in which one or more stations are operating, all VHF channels have been authorized (except educational) and only UHF channels are available.

Group B-3—Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

Group B-4—Bids for cities with only one operating station and located 40 or more miles from any other station.

Group B-5—Bids for cities less than 40 miles from two or more operating stations.

Each respective listing below includes, in order, the city priority number, channels allocated by the Sixth Report [channels reserved by asterisk (*) are reserved for educational use], existing stations, new post-thaw grants, applications designated or slated for hearing, and other pending applications. If applicant is licensee of an AM or FM station in that area, call letters are listed in parentheses.

GROUP A-2

1. DENVER, Col. (Ch. 2, 4, *6, 7, 9, 20, 26)—**Grants:** [B•T, July 14]: Eugene P. O'Fallon Inc. (KFEL), Ch. 2; Colorado Television Corp. (KVOD), Ch. 9; Empire Coil Co., Ch. 26. **In hearing:** KMYR Bcstg. Co. (KMYR), Ch. 4 [B•T, July 7]; Metropolitan Television Co., applicant to buy KOA Denver, Ch. 4 [B•T, July 7]; Aladdin Radio & Television Inc. (KLZ), Ch. 7 [B•T, June 23, April 21]; Denver Television Corp.,

(Continued on page 68)

television grants and applications

Digest of Those Filed With FCC Aug. 1 through Aug. 7

Applications filed since April 14

New	Amended	VHF	UHF	Total‡
435	305	443	296	740

† Indicates pre-thaw application re-filed. ‡ One applicant did not specify channel number.

NEW STATION GRANTS

MOBILE, Ala.—Pursley Bcstg. Service (WKAB), UHF Ch. 48 (674-680 mc); ERP 22.6 kw visual, 12.08 kw aural; antenna height above average terrain 255 ft., above ground 305 ft.; engineering conditions. Estimated construction cost $152,200, first year operating cost $183,500, revenue $210,000. [For details about applicant, see TV APPLICATIONS, B•T, July 7.] Granted Aug. 6.

HONOLULU, T. H.—Hawaiian Bcstg. System Ltd. (WGMB), VHF Ch. 9 (186-192 mc); ERP 35 kw visual, 17.5 kw aural; antenna height above average terrain 1,770 ft.; engineering conditions. Estimated construction cost $345,000, first year operating cost $250,000, revenue $250,000. [For details about applicant, see TV APPLICATIONS, B•T, July 21.] Granted Aug. 6.

HEARINGS

FCC on August 6 notified nine applicants for TV stations that their applications are mutually exclusive and indicate the necessity for hearing. One applicant was advised that his application involves financial and operation questions which indicate necessity of hearing. For full details, see story, page 57.

APPLICATIONS

(Listed by States)

† **SAN JOSE, Calif.—FM Radio & Television Corp. (modified),** VHF Ch. 11 (198-204 mc); ERP 84.4 kw visual, 37.4 kw aural; antenna height above average terrain 317 ft., above ground 238 ft. Geographic coordinates 37° 19' 30" N. Lat., 121° 37' 19" W. Long. Transmitter DuMont, antenna RCA. [For earlier application, see B•T, July 14.]

PUEBLO, Col. — Star Bcstg. Co. (KCSJ), VHF Ch. 5 (76-82 mc); ERP 11.48 kw visual; 5.74 kw aural; antenna height above average terrain, 257 ft.; above ground, 355 ft. Estimated construction cost, $149,927; first year operating cost, $180,000; revenue, $175,000. Post Office address: 211 W 5th St., Pueblo. Studio location, 211 W 5th St. Transmitter location: Hudson St. extended, 2 mi. N. of Pueblo. Geographic coordinates: 38° 18' 14" N. Lat., 104° 35' 19" W. Long.; Transmitter and antenna RCA. Legal counsel: Bernard Koteen, Washington. Consulting engineer: Commercial Radio Equipment Co., Washington. Principals include President **Douglas D. Kahle** (67%), Vice President **Larry Gordon** and Secretary-Treasurer **Robert L. Clinton Jr.** (33%).

TOPEKA, Kan.—WREN Bcstg. Co. (WREN), UHF Ch. 42 (638-644) mc); ERP 16.6 kw visual, 8.3 kw aural; antenna height above average terrain 497 ft., above ground 525 ft. Estimated construction cost $260,000, first year operating cost $160,000, revenue $200,000. Post Office address 411 W. 10th St., Topeka. Studio location 411 W. 10th St. Transmitter location 401-411 Oaklet St. Geographic coordinates 39° 03' 41" N. Lat., 95° 42' 42" W. Long. Transmitter RCA, antenna RCA. Consulting engineer John B. Heffelfinger, Kansas City, Mo. Principals include President **R. C. Jackman** (25%), Secretary-Treasurer **F. C. Jackman** (25%), **R. R. Jackman** (25%) and **Jean Jackman Carter** (25%).

BALTIMORE, Md.—The Baltimore Radio Show Inc. (WFBR) (Modification of application), UHF Ch. 18 (494-500 mc); ERP 198 kw visual, 99 kw aural; antenna height above average terrain 507 ft., above ground 338 ft. [For earlier application, see B•T, July 21.]

PITTSFIELD, Mass.—Western Mass. Bcstg. Co. (WBEC), UHF Ch. 64 (770-776 mc); ERP 17.3 kw visual, 8.65 kw aural; antenna height above average terrain, 1,000 ft.; above ground, 516 ft. Estimated construction cost, $192,000; first year operating cost, $175,000; revenue, $175,000. Post Office address: 30 Eagle St., Pittsfield. Studio location: 30 Eagle St. Transmitter location: Peru Rd. Geographic coordinates: 42° 29' 59" N. Lat., 73° 03' 40" W. Long. Transmitter and antenna: GE. Legal counsel: Dempsey & Koplovitz, Washington. Consulting engineer: Paul Godley Co., Upper Montclair, N. J. Principals include: President and Treasurer **Lawrence K. Miller,** Vice President **Donald B. Miller** and Clerk **Mabel A. White. Eagle Pub. Co.,** newspaper publisher, owns 100% of applicant.

WORCESTER, Mass. — Olin Corp. (WAAB), UHF Ch. 20 (506-512 mc); ERP 21.7 kw visual, 11.75 kw aural; antenna height above average terrain, 873 ft.; above ground, 300 ft. Estimated construction cost, $180,512; first year operating cost, $200,000; revenue, $200,000. Post Office address: 34 Mechanic St., Worcester. Studio location: 3 Mechanic St. Transmitter location: Ashnebumskit Hill. Geographic coordinates: 42° 18' 07" N. Lat., 71° 53' 50" W. Long. Transmitter and antenna: GE. Legal counsel: none. Consulting engineer: Felix D. Bonvouloir, WAAB Chief engineer. **Bruff W. Olin Jr.** is president-treasurer and 100% owner of applicant.

ST. PAUL, Minn.—South St. Paul Telecasting Co. (WCOW), UHF Ch. 17 (488-494 mc); ERP 184 kw visual, 92 kw aural; antenna height above average terrain, 567 ft.; above ground, 564 ft. Estimated construction cost, $297,650; first year operating cost, $275,000; revenue, $300,000. Post Office address: 208 Third Ave. N. South St. Paul. Studio and transmitter location: Prior & Hewitt Aves. Geographic coordinates: 44° 57' 51" N. Lat., 93° 10' 49" W. Long. Transmitter and antenna: RCA. Legal counsel: Abe Stein, Washington. Consulting engineer: Lynn C. Smeby, Washington. Principals include: Partners: **S. J. Gray** (25%), **Howard D. Howard** (25%), **Albert S. Tedesco** (16⅔%), **Nicholas Tedesco** (16⅔%) and **Victor J. Tedesco** (16⅔%).

ST. LOUIS, Mo.—Cecil W. Roberts, UHF Ch. 36 (602-608 mc); ERP 81.9 kw visuial, 40.95 kw aural; antenna height above average terrain, 425 ft.; above ground, 381 ft. Estimated construction cost, $133,878; first year operating cost, $150,000; revenue, $175,000. Post Office address: 415 W. Columbia St., St. Louis. Studio and transmitter location: Melbourne Hotel, 3601 Lindell Blvd. Geographic coordinates: 38° 38' 16.6" N. Lat., 90° 14' 0.6" W. Long. Transmitter: DuMont; antenna: RCA. Consulting engineer: Fred O. Grimwood & Co., St. Louis. Mr. Roberts is licensee of KREI Farmington, KNEM Nevada, and KCHI Chillicothe, all Mo., and KCLO Leavenworth, Kan.

WEST PLAINS, Mo. — Robert F. Neathery (KWPM), UHF Ch. 20 (506-512 mc); ERP 14 kw visual, 7 kw aural; antenna height above average terrain 157 ft., above ground 223 ft. Estimated construction cost $97,092, first year operating cost $72,000, revenue $84,000. Post Office address, c/o Radio Station KWPM, West Plains, Mo. Studio and transmitter location NE of West Plains on Rt. 14 and 80. Geographic coordinates 36° 44' 28" N. Lat., 91° 50' 01" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Fred O. Grimwood & Co. Inc., St. Louis. **Robert F. Neathery** is sole owner.

BUTTE, Mont.—Television Montana (KXLF and KBOW), VHF Ch. 4 (66-72 mc); ERP 1.622 kw visual, 0.811 kw aural; antenna height above average terrain 688 ft., above ground 120 ft. Estimated construction cost $104,800, first year operating cost $115,750, revenue $87,000. Post Office address 1306 Eleventh Ave., Helena, Mont. Studio and transmitter location Harrison Ave. at George St. Geographic coordinates 46° 00' 00" N. Lat., 112° 30' 51" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer, Geo. P. Adair, Washington. Principals include President **A. T. Hibbard** (0.05%), First Vice President **Barclay Craighead** (0.05%), Second Vice President **Frank Reardon** (0.05%), Secretary **J. J. Manning** (0.05%) and Treasurer **E. B. Craney** (0.5%). KXLF owns 45.35% of applicant; KBOW, 13.6%; KXLJ Helena, 22.68%, and KXLQ Bozeman, 11.33%.

NEW BRUNSWICK, N. J.—Chanticleer Bcstg. Co. (WCTC), UHF Ch. 47 (668-674 mc) ERP 12.1 kw visual, 6.56 kw aural; antenna height above average terrain 141 ft., above ground 231 ft. Estimated construction cost $125,714, first year operating cost $195,000, revenue $235,000. Post Office address 385 George St., New Brunswick. Studio location 385 George St. Transmitter location Seventh Ave. on North bank of Raritan River. Geographic coordinates 40° 29' 32" N. Lat., 74° 25' 11" W. Long. Transmitter GE, antenna GE. Legal counsel John H. Milden, Washington. Consulting engineer Russell P. May, Washington. Principals include President **James L. Howe** (56%), Vice President **Ernest H. Webb** (2.5%) and Secretary-Treasurer **John A. Lynch** (0.99%).

† **ALBUQUERQUE, N. M.—Alvarado Bcstg. Co. Inc. (modified),** VHF Ch. 7 (174-180 mc); ERP 30.46 kw visual, 15.23 kw aural; antenna height above average terrain 4.252 ft., above ground 137.3 ft. Geographic coordinates 35° 12' 40" N. Lat., 106° 27' 2" W. Long. [For earlier application, see B•T, July 7.]

†**ALBANY, N. Y.—Patroon Bcstg. Co. (WPTR),** UHF Ch. 23 (524-530 mc) ERP 255 kw visual, 127.5 kw aural; antenna height above average terrain, 1,012 ft.; above ground, 248 ft. Estimated construction cost, $445,000; first year operating cost, $296,718; revenue, $250,000. Post Office address: Hotel Ten Eyck, Albany. Studio location: 87 State St. Transmitter location: E. Berne Rd. Geographic coordinates: 42° 38' 11" N. Lat., 74° 00' 11" W. Long. Transmitter and antenna: GE. Legal counsel: Cohn & Marks, Washington. Consulting engineer: A. D. Ring & Co., Washington. Principals include: President **J. Myer Schine,** Vice President **W. R. David** (2.5%), Secretary **Howard Antevil,** Treasurer **John A. May, Harold E. Blodgett** (30%), **Bertha Ryan Asch** (10%) and **M. L. Prescott** (2.5%). **Schine Chain Theatres Inc.,** motion picture exhibitor, owns 55% of applicant.

BUFFALO, N. Y.—Chautauqua Bcstg. Corp., UHF Ch. 17 (488-494 mc); ERP 166 kw visual, 83 kw aural; antenna height above average terrain 521 ft., above ground 532 ft. Estimated construction cost $331,861, first year operating cost $453,000, revenue $625,037. Post Office address 797 Seneca St., Buffalo. Studio location to be determined. Transmitter location 535 Main St. Geographic coordinates 42° 52' 50" N. Lat., 78° 52' 34" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Kear and Kennedy, Washington. Principals include President **Sherwin Grossman** (29.6%), sales manager Swan Cleaners Inc. (laundry and dry cleaning), president and sole owner of State Liquor Stores Inc., Orlando, Fla.; Executive Vice President **Gary L. Cohen** (29.6%), manager and 25% owner of Van Buren Amusement Enterprises Inc. (drive-in theatre); Secretary **Irving Cohen,** 100% owner of Allendale Theatre, Plaza Theatre, Corning, and other theatres, and Treasurer **Harry J. Grossman,** president and 50% owner of Swan Cleaners, director and 10% owner of Lincoln National Bank.

†**BUFFALO, N. Y. — WKBW Inc. (WKBW),** VHF Ch. 7 (174-180 mc); ERP 301 kw visual, 150.5 kw aural; antenna height above average terrain, 423 ft.; above ground, 404 ft. Estimated construction cost $368,390; first year operating cost, $510,000; revenue, $690,000. Post Office address: 1430 Main St., Buffalo. Studio and transmitter location: 1430 Main St. Geographic coordinates: 42° 54' 44" N. Lat., 78° 52' 00" W. Long. Transmitter: DuMont; antenna: RCA. Legal counsel: Fly, Shuebruk & Blume, Washington. Consulting engineer: Vandivere, Cohen & Wearn, Washington. Principals include: President **Clinton H. Churchill** (11.11%), Vice President **Roger M. Baker,** Vice President **Gerhard G. Pank,** Secretary **Frances G. Churchill** and Treasurer **Warren E. Detenbeck** (11.11%). **Matt Klepfer estate** owns 11.11% of applicant while **Churchill Tabernacle,** a non-denominational Protestant church, owns 66.67%.

POUGHKEEPSIE, N. Y.—Mid-Hudson Bcstrs. Inc. (WEOK), UHF Ch. 21 (512-518 mc); ERP 103.8 kw visual, 60.4 kw aural; antenna height above average terrain 226 ft., above ground 397 ft. Estimated construction cost $250,230, first year operating cost $240,000, revenue $290,000. Post Office address 385 Main St., Poughkeepsie. Studio location to be determined. Transmitter location South side of Pendell Rd. between Violet Ave. and Brown Memorial Hospital. Geographic coordinates 41° 43' 14" N. Lat., 73° 54' 32" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President and Treasurer **Arthur J. Barry Jr.** (50.25%), Vice President **Alice Ryan Barry** (25.25%), and Secretary **Paul S. Samuels** (1.75%).

ELYRIA, Ohio—Elyria-Lorain Bcstg. Co. (WEOL), UHF Ch. 31 (572-578 mc); ERP 75 kw visual, 40 kw aural; antenna height above average terrain 473 ft., above ground 500 ft. Estimated construction cost $304,425, first year operating cost $225,000, revenue $250,000. Post Office address 417 Elyria Savings & Trust Bldg. Studio location to be determined. Transmitter location Island Rd. 3 mi. East of Grafton. Geographic coordinates 41° 16' 10" N. Lat., 81° 59' 46" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Roy W. Ammel** (17.6%), Vice President **D. O. Thomas** (1.9%), Secretary **Franklin I. Powers** (0.5%), Treasurer **R. J. Fitch** (0.5%), and **Loren M. Berry** (20.5%).

ERIE, Pa.—Commodore Perry Bcstg. Service, UHF Ch. 66 (782-788 mc); ERP 30 kw visual, 15 kw aural; antenna height above average terrain, 159 ft.; above ground, 325 ft. Estimated construction cost, $203,300; first year operating cost, $200,000; revenue, $250,000. Post Office address: 806 Park Ave., Meadville, Pa. Studio and transmitter location: State and 12th Sts. Geographic coordinates: 42° 07' 26" N. Lat., 80° 04' 52" W. Long. Transmitter and antenna: RCA. Legal counsel: Cohn & Marks, Washington. Consulting engineer: Weldon & Carr, Washington. Principals include: President **Dr. Perry D. Cook** (25%), 50% owner of Cook Chiropractic Clinics in Meadville and Sharon, Pa.; Executive Vice President **Hoyt H. Stout** (25%), chief

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

WHYN-TV Holyoke, Mass. (The Hampden - Hampshire Corp., UHF Ch. 55); **WNBH-TV New Bedford, Mass.** (E. Anthony & Sons Inc., UHF Ch. 28); **WKBN-TV Youngstown, Ohio** (WKBN Bcstg. Corp., UHF Ch. 27), and **WSBA-TV York, Pa.** (Susquehanna Bcstg. Co., UHF Ch. 43).

engineer of WMGW Meadville; Vice President **Dr. Perry D. Cook Jr.** (25%), 50% owner of Cook Clinic in Newcastle and sole owner of White Cottage Drive-In Restaurant in Sharon; Vice President **Rowland B. Mahaney** (12.5%), state senator, former member of the U. S. House of Representatives, and City Solicitor for Titusville, Pa.; and Secretary-Treasurer **Owen K. Murphy** (12.5%), president-51% owner of Niagara Mfg. and Distributing Corp., Adamsville, Pa.

PHILADELPHIA, Pa.—Lou Poller, UHF Ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 763 ft., above ground 632 ft. Estimated construction cost $446,093, first year operating cost $787,400, revenue $930,000. Post Office address Chester, Pa. Studio location to be determined. Transmitter location Ivy Hill Rd. & Orchardway. Geographic coordinates 40° 05' 00" N. Lat., 75° 10' 38" W. Long. Transmitter RCA, antenna GE. Legal counsel Phillip Baker, Washington. Consulting engineer Russell P. May, Washington. **Lou Poller** is sole owner. He also owns WPWA Chester and is president and majority stockholder of WARL-AM-FM Arlington, Va., and president and stockholder of WCAN Milwaukee.

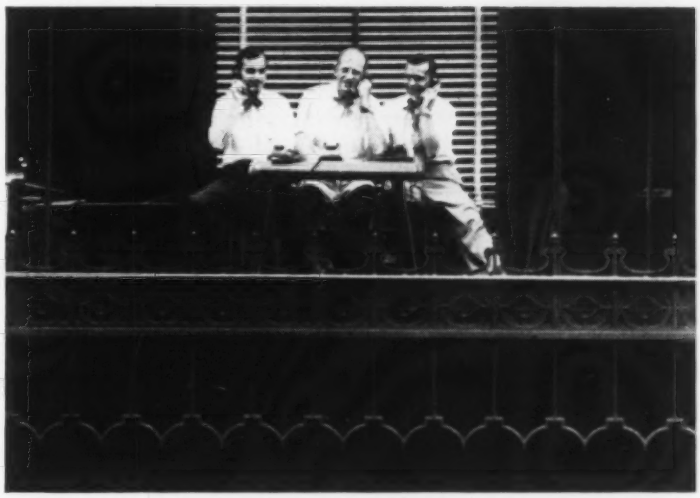
†**PITTSBURGH, Pa. — WCAE Inc. (WCAE),** VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain, 849 ft.; above ground, 513 ft. Estimated construction cost, $1,500,000; first year operating cost, $1,450,000; revenue, $2,000,000. Post Office address: Carlton House, 550 Grant St., Pittsburgh. Studio and transmitter location: 710 Ivory Ave. Geographic coordinates: 40° 29' 39" N. Lat., 80° 00' 16" W. Long. Transmitter and antenna: RCA. Legal counsel: Dempsey & Koplovitz, Washington. Consulting engineer: A. Earl Cullum Jr., Dallas. Principals include: President **Leonard Kapner,** Vice President **E. D. Becker,** Secretary **R. Clifton Daniel** and Treasurer **A. E. Beckman. Hearst Pub. Co.** owns 100% of applicant.

†**COLUMBIA, S. C.—Palmetto Radio Corp. (WNOK) (Modified),** Applicant makes following changes: ERP 676 kw visual and 338 kw aural, instead of 63 kw visual, 35.5 kw aural; antenna above average terrain, 594 ft., and above ground, 520 ft., instead of above average terrain, 494 ft., and above ground, 420 ft.; construction cost, $409,274, instead of $253,246; subscription of 15,000 shares of common stock instead of 10,000. WNOK seeks UHF Ch. 67 [For earlier application, see B•T, July 7].

GAINESVILLE, Tex. — Gainesville Bcstg. Co. (KGAF), UHF Ch. 49 (680-686 mc); ERP 1.33 kw visual, 0.73 kw aural; antenna height above average terrain 444 ft., above ground 393 ft. Estimated construction cost $120,232, first year operating cost $50,000, revenue $80,000. Post Office address P. O. Box 222, Gainesville. Studio location to be determined. Transmitter location 2.2 miles East of Cooke Co. courthouse. Geographic coordinates 33° 37' 53" N. Lat., 97° 06' 27" W. Long. Transmitter GE, antenna GE. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals included President **Joe M. Leonard** (58.8%), Vice President **Earl M. Leonard** (17.6%) and Secretary-Treasurer **Joe M. Leonard Jr.** (23.6%).

HARLINGEN, Tex. — Roy Hofheinz (KSOX), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 66.8 kw aural; antenna height above average terrain 543 ft., above ground 583 ft. Estimated construction cost $299,695, first year operating cost $240,000, revenue $300,000. Post Office address 4005 Travis St., Houston. Studio and transmitter location 1519 W. Harrison St. Geographic coordinates 26° 11' 22" N. Lat., 97° 42' 13" W. Long. Transmitter DuMont, antenna RCA. Legal counsel J. Erle Stephen, Houston. Consulting engineer John Creutz, Washington. **Roy Hofheinz** is sole owner.

YAKIMA, Wash. Cascade Bcstg. Co. (KIMA), UHF Ch. 29 (560-566 mc); ERP 54.8 kw visual, 27.4 kw aural; antenna height above average terrain, 954 ft.; above ground, 143 ft. Estimated construction cost, $234,770; first year operating cost, $150,000; revenue, $175,000. Post Office address: Terrace Heights Rd., Yakima. Studio location: East County Rd. Transmitter location: Ahtanum Ridge Rd. Geographic coordinates: 46° 31' 57" N. Lat., 120° 30' 28" W. Long. Transmitter and antenna: RCA. Legal counsel: Prince, Taylor & Crampton, Washington. Consulting engineer: McIntosh & Inglis, Washington. Sole owner is **A. W. Talbot.**



OPPRESSIVE heat drove this trio from WABD (TV) New York outdoors. Seated atop the marquee in front of their offices at 515 Madison Ave. are (l to r) Ralph Baruch, account executive; Lawrence Wynn, sales manager, and Robert Adams, account executive.

MAB REPORT

Claims Network TV Down, Although Billings Up

NETWORK TV time sales have been increasing steadily in dollar volume as figures for the first half of this year (see story page 28) clearly show.

But does this actually mean that network television is on the up-grade?

Question is raised by an analysis of network hours and station hours used by the TV networks' advertisers made by Magazine Advertising Bureau, network hours being the total number of hours used by an advertiser on a TV network in a given month and station hours the total amount of station time in the same period. An advertiser with a half-hour weekly TV show on a network of 40 stations would, by this type of mathematics, be credited with two network hours or 80 station hours for a typical four-broadcast month.

By this unit time measurement, MAB finds network television sloping down rather than up. Comparing the first five months of 1952 with the same period of 1951, MAB reports, "monthly billings *increased* 63.6%; monthly network hours *decreased* 10.0%; monthly station hours *decreased* 6.0%."

When the first five months of this year are compared with the last quarter of last year, average monthly billings are up 6.2% but average monthly network hours are off 16.4% and average monthly station hours are off 12.2%, MAB figures.

"Because of sharply increasing rates, dollar billings of the TV networks have risen steeply," MAB points out. "But in terms of the actual use of the medium—measured by network or station hours —there has been a substantial decline in 1951's peak."

In presenting these data, BROADCASTING • TELECASTING does so for their news value in TV research and with full recognition of the competitive motives which led the magazine statisticians to find bad news in increased billings. The MAB table follows:

MONTHLY NETWORK TV BILLINGS, SPONSORED NETWORK AND STATION HOURS 1949-1952, FOR ABC, DUMONT, CBS, NBC

	Gross Network Billings (In 000's)	Network Hours	Station Hours
1949			
Jan.	$ 423.3	118.8	1,202.1
Feb.	579.0	137.5	1,745.4
Mar.	775.4	164.6	2,319.8
Apr.	799.7	155.1	2,455.8
May	897.2	165.3	2,535.1
June	776.4	128.3	2,166.2
July	625.6	102.8	1,623.8
Aug.	629.8	100.8	1,838.1
Sept.	989.1	145.2	2,470.3
Oct.	1,825.3	239.5	4,801.3
Nov.	2,052.7	260.6	5,394.1
Dec.	1,921.2	232.8	5,109.4
1950*			
Jan.	1,889.6	209.4	5,020.8
Feb.	1,733.6	185.3	4,643.5
Mar.	2,176.8	230.0	5,848.3
Apr.	2,393.1	234.8	6,412.3
May	2,954.8	241.8	6,555.8
June	2,820.7	237.0	6,328.4
July	1,533.1	127.5	3,508.1
Aug.	1,862.2	150.8	4,180.3
Sept.	3,502.7	254.3	7,488.6
Oct.	6,407.7	441.1	13,604.2
Nov.	6,495.2	427.6	13,513.9
Dec.	6,842.4	432.2	14,210.3
1951			
Jan.	8,552.6	507.5	16,907.0
Feb.	8,210.6	472.4	15,226.1
Mar.	9,645.2	608.6	17,781.8
Apr.	9,671.5	539.9	17,190.5
May	10,021.1	543.9	17,765.0
June	9,147.1	484.2	15,973.5
July	8,909.1	383.0	12,575.8
Aug.	9,302.1	412.3	13,124.5
Sept.	11,925.5	520.0	16,924.8
Oct.	14,457.6	585.5	20,958.5
Nov.	13,900.0	571.6	19,812.0
Dec.	14,247.1	568.5	20,019.8
1952			
Jan.	15,071.6	503.7	18,632.3
Feb.	14,813.6	484.7	17,559.0
Mar.	15,789.1	503.7	18,442.7
Apr.	15,027.3	463.0	17,436.6
May	14,701.8	450.0	16,928.3

* None of the figures for 1950 include DuMont.

YONKERS, N. Y., has designated Nov. 18 as Sid Caesar Day in honor of one of its best-known citizens. The NBC-TV comedian will receive a citation at a testimonial dinner given by the Yonkers Chamber of Commerce.

ANTI-TRUST SUIT

Extension Granted

TIME for filing of answers in the Dept. of Justice civil suit to force release of 16 mm feature films to television has been extended to Oct. 15 because of absence from the country of an attorney representing several defendants.

William C. Dixon, chief of the department's Southern California anti-trust division office, granted the request Wednesday after conferring with attorneys.

The suit, filed July 22 in Los Angeles [B•T, Aug. 4, July 28], charges 12 motion picture producing and exhibiting firms with conspiracy to restrain interstate commerce in 16mm feature films in violation of the Sherman Act. The suit asks the court to direct each defendant to grant unrestricted licenses for the exhibition, including telecasting, of such feature films.

Originally the Justice Dept. had intended to file the complaint in New York, it was learned unofficially, but shifted to Los Angeles to avoid delays due to crowded dockets.

From New York, Harry A. Brandt, president, Independent Theatre Owners Assn., fired a blistering letter to Newell A. Clapp, acting assistant Attorney General.

In the letter, Mr. Brandt asserted that "the real beneficiaries (should the Justice Dept. win its suit) are the fly-by-night itinerant film merchants and the television interests."

Mr. Brandt warned that a decree such as the one proposed "could sound the death knell for the entire theatre industry" and would be "an open sesame for the television interests to get what they can't pay for."

PATTERSON PROMOTED

Directs WPIX (TV) Sales

JOHN (JACK) PATTERSON was promoted last week to sales director of WPIX (TV) New York, succeeding John F. Nonne, who has resigned.

Mr. Patterson

A career man with WPIX and its parent, *New York News*, he has been assistant sales director of the station.

He joined the *News* in 1932 and, except for a few years with Standard Oil Co. (N. J.), has been with the newspaper company since that time. When WPIX went on the air in 1948 he moved over to the station as an account executive.

Among the WPIX accounts for which he is responsible, spokesmen said, are Consolidated Edison of New York, Esso Standard Oil, Chesterfields, Vim stores.

Mr. Patterson is a graduate of Williams College, and during World War II served in the Navy with rank of lieutenant commander.

SWG TO STRIKE

Unless ATFP Meets Demand

SCREEN WRITERS Guild strike against Alliance of TV Film Producers was to be called today (Monday) unless over the weekend 13 production companies have complied with SWG demands for royalty payments to TV writers.

SWG's executive board unanimously voted the walkout last Tuesday after a breakoff of negotiations for a new bargaining contract July 30. Writers previously had been notified by the guild not to make any agreements with Alliance members that would preclude a strike call [B•T, Aug. 4]. An all time high of 375 writers now are employed in television.

Adamant in its demands, SWG said it would resume negotiations only upon ATFP's acceptance of the repayment principle: (1) a minimum advance payment to the writer against a percentage of the gross, (2) exclusive rights only to be bargained for and these on a seven year lease basis and (3) all other rights to remain property of the author.

Would Stand Strike

ATFP called the demands "unreasonable" and indicated it would stand a strike if necessary. The AFTP counter-proposal was for payment to the writer for re-use based on a certain number of reruns of the TV film. An Alliance spokesman said last week the prepared script situation among members is "generally good" and the walkout will not appreciably affect current production.

SWG also announced a mass membership meeting tonight in a planned appeal for $100,000 in funds to support a long drawn out fight, it was reported. ATFP members currently have 13 writers under contract.

Indications were that Authors League of America will support the strike, but it was unknown whether Radio Writers Guild would do so. SWG still is seeking jurisdiction in the television field and recently some of its members were reported as organizing a TV writers guild.

Alliance members are: William Boyd Productions, William Broidy Productions, Bing Crosby Enterprises, Jerry Fairbanks, Drasne-Gross-DeWitt Productions, Flying A Productions, Primrose Productions, Roy Rogers Productions, Screen Televideo, TCA Productions, Adrian Weiss Productions, Frank Wisbar Productions and Ziv Television Productions.

'Cameo Curtains' Show

CAMEO CURTAINS Inc., New York, will launch its fall TV campaign Sept. 1 in 17 major markets, using its film package *Comedy Cameos*. Package was created by Cameo's agency, Product Services Inc., New York, and marks company's fourth year in television. Original version of *Comedy Cameos*—featuring top-flight comedians in films made in the 30s—was first presented last year.

REMOTE CAMERA EQUIPMENT

GPL Shows to Defense, Broadcast Officials

NEW FIELDS for broadcast, military, government and industry television service are opened by a remote-control camera system demonstrated in Washington last week by General Precision Lab., Pleasantville, N. Y. The device was shown to broadcast officials as well as government and armed forces representatives.

The remote-control equipment, weighing about 300 pounds, is in production now. The remote box itself weighs around 25 pounds. Complete box and associated pan and tilt equipment is expected to sell for around $5,900, without camera.

The prototype model demonstrated last week operates a full-size four-lens camera remotely from a distance up to 1,000 feet. It has all the scope of a camera run by an operator in a studio, including horizontal and vertical shifts. Any of the four lenses may be swung into action and focused instantly for short or long-distance shots and the diaphragm may be adjusted to varying light conditions.

GPL has been working a year and a half on refinement of the device for volume production. The camera is a standard Image Orthicon made by GPL, mounted at tripod height on a combination pedestal and cradle housing controlling motors.

The unit has a mechanical "memory" enabling it to shift instantly to any of six pre-set positions at the push of a button. GPL pointed out the unit can be installed ahead of time for coverage of conventions and other events. It may be hidden behind drapes or other decorations to avoid the distraction caused by normal TV cameras, and can be used for round-table discussions. Numerous other uses are envisioned.

Military officials have shown interest in the equipment for use in danger areas for tests.

GPL also demonstrated its new GPL - Watson Vari - Focal lens, which has a 5-to-1 range of focal length. The lens will be ready for delivery in November. The development model had a range of 4 to 20 inches.

* * *

REMOTE-CONTROL box for operation of TV camera is shown by E. Arthur Hungerford Jr. (r), commercial manager of TV equipment, General Precision Lab., at Washington unveiling. With him are Blair Foulds (l), commercial director, and Nathaniel Marshall, associate manager, TV equipment.

GE TO EQUIP

Big WHUM-TV UHF Unit

NATION'S FIRST high-powered UHF television station will be supplied to WHUM-TV Reading, Pa., by General Electric Co., GE headquarters in Syracuse, N. Y., announced Thursday.

Frank P. Barnes, GE broadcast equipment sales manager, said the new UHF station's effective power of 261 kw will make it the world's most powerful. He said Eastern Radio Corp., licensee of WHUM Reading, expects to have the new station on the air soon after the GE equipment is received in December.

The $450,000-plus contract with WHUM-TV provides for equipment to permit telecasting of live talent studio shows, remote events and film and network programs on UHF Channel 61, Mr. Barnes said. The WHUM-TV transmitter will have a power output of 12 kw, highest power yet developed, and made possible by development of a klystron amplifying tube for GE by Varian Assoc., San Carlos, Calif., Mr. Barnes said.

The GE antenna, to be erected on a 1,036-ft. tower on a 1,650-ft. hill near Reading, will multiply the transmitter power 25 times, providing reception for a 60-mile radius covering most of eastern Pennsylvania and parts of Delaware, New Jersey and Maryland, plus some fringe areas, according to Mr. Barnes.

Mr. Barnes said WHUM-TV would serve an area of about 750,000 families, many now without video service. He said the UHF station would need its high power to serve the same areas as VHF stations. The contract with GE calls for transmitter, antenna, tower, studio cameras and associated station equipment. All equipment but the tower is being built at GE's Electronics Park plant at Syracuse.

WECHSLER BAN

Editor Dropped From Panel

JAMES A. WECHSLER, editor of the *New York Post*, was barred from appearing on *Starring the Editors* on WABD (TV) New York Wednesday night and was dropped from the list of panelists for the remaining two programs in the current series.

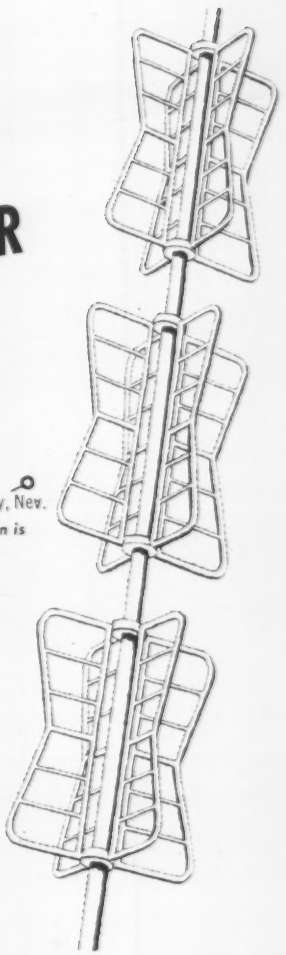
In Wednesday's *Post*, Mr. Wechsler charged that pressure was applied on the program's sponsor, The Grand Union Co., East Paterson, N. J., to remove him from the panel because of published reports that he (Mr. Wechsler) was a member of the Young Communist League from 1934 to 1937. Mr. Wechsler said it was a matter of public record that he was a member of the group but said he had left it in 1937 and has been a "militant anti-communist" since that time.

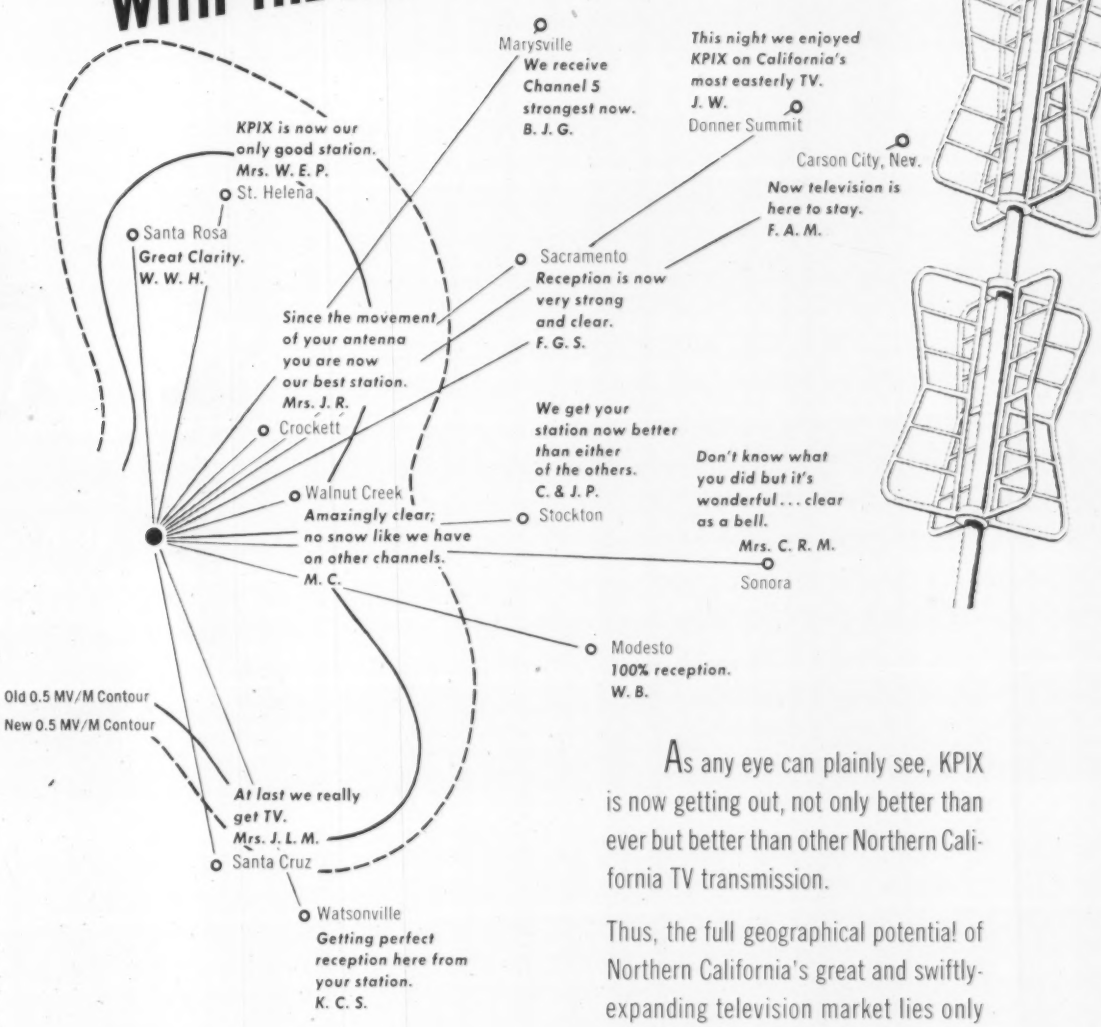
Spokesmen for Badger & Browning & Hersey, New York, advertising agency that owns the program, and for the Grand Union Co. declined to make any public comment on the Wechsler ban. Grand Union has decided to end its sponsorship of the program when the present cycle expires on Aug. 20. Agency for Grand Union is French & Preston, New York.

Bridgeport Tests

RCA-NBC's television station at Bridgeport, Conn., will undertake a new series of tests on transmitting antennas, Dr. C. B. Jolliffe, vice president and technical director of RCA, announced Thursday. The station originally was established to pioneer transmission on the newly-assigned UHF band for television. It also has served as a test location for manufacturers to measure performance of UHF receivers and converters. The station has been operating on a regular schedule since Dec. 30, 1949, under an experimental license.

REACH... WITH THE NEW KPIX TRANSMITTER



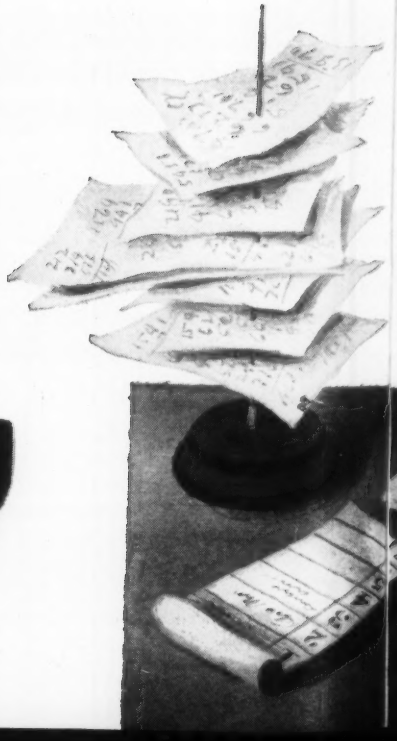

Marysville
We receive Channel 5 strongest now.
B. J. G.
This night we enjoyed KPIX on California's most easterly TV.
J. W.
Donner Summit
Carson City, Nev.
Now television is here to stay.
F. A. M.
KPIX is now our only good station.
Mrs. W. E. P.
St. Helena
Santa Rosa
Great Clarity.
W. W. H.
Sacramento
Reception is now very strong and clear.
F. G. S.
Since the movement of your antenna you are now our best station.
Mrs. J. R.
Crockett
We get your station now better than either of the others.
C. & J. P.
Don't know what you did but it's wonderful... clear as a bell.
Mrs. C. R. M.
Walnut Creek
Amazingly clear; no snow like we have on other channels.
M. C.
Stockton
Sonora
Modesto
100% reception.
W. B.
Old 0.5 MV/M Contour
New 0.5 MV/M Contour
At last we really get TV.
Mrs. J. L. M.
Santa Cruz
Watsonville
Getting perfect reception here from your station.
K. C. S.

As any eye can plainly see, KPIX is now getting out, not only better than ever but better than other Northern California TV transmission.

Thus, the full geographical potential of Northern California's great and swiftly-expanding television market lies only with . . .

KPIX
TELEVISION CHANNEL 5
SAN FRANCISCO, CALIFORNIA

. . . affiliated with CBS and DuMont Television Networks . . . represented by the Katz Agency

Meet our Mr. L*,

*Might be Mr. Edward A. Larkin of Los Angeles, or J. Richardson Loughrin of Chicago. Or name your man from A to Z.

L*, summa cum sales

Whenever television spot is your problem. Mr. L. would like a few words with you. His reasons are far more than academic.

Mr. L. knows you can't ring up top TV spot sales unless you have the best research to start with. And he can give it to you.

For he works hand-in-glove with the biggest research staff in TV spot.

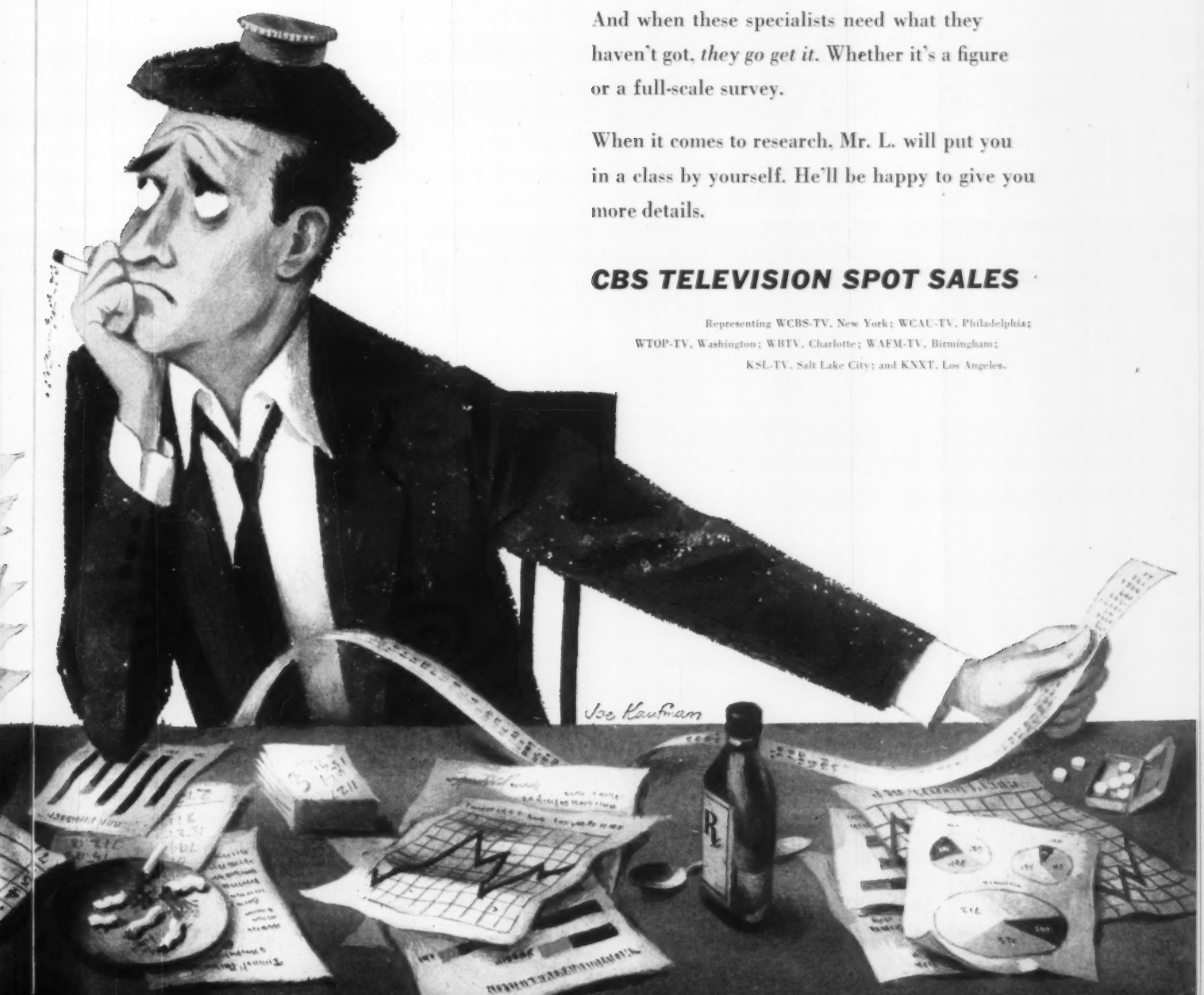
His specialists offer you the most complete and up-to-date file of data on seven of your leading stations and markets (333,669 separate items, by latest count).

And when these specialists need what they haven't got, *they go get it.* Whether it's a figure or a full-scale survey.

When it comes to research, Mr. L. will put you in a class by yourself. He'll be happy to give you more details.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.



XUM

IBA PROTESTS

WOI-TV Operation Attacked

PROTESTS against commercial operation of WOI-TV Ames, Iowa, by Iowa State College will be made to the Iowa Legislature, FCC, presidents of two state universities and members of Congress by the Iowa Broadcasters Assn.

Meeting Aug. 2 in Des Moines, IBA called for "reasonable termination" of WOI-TV as a commercial operation. A resolution of protest pointed out that WOI-TV commercial activities constitute "unfair competition and an improper use of the taxpayers' money."

The association elected Ed Breen, KFVD Fort Dodge, as president, succeeding William B. Quarton, WMT Cedar Rapids. Other officers elected were Ben Sanders, KICD Spencer, vice president; Kenneth Gordon, KDTH Dubuque, secretary-treasurer, and George Vogeler, KWCP Muscatine, board member.

Discussing the problem at the IBA meeting, Mr. Quarton compared it to the position of a clothier with a government-owned store on the same street, competing with the clothier on a non-profit basis.

Quarton Gives Views

"Here's another facet of government gone into business," he said. "I'm against it in principle. The Appropriations Committee of the Iowa Legislature was told (when WOI-TV began network broadcasting) that WOI-TV would bring network shows only until Des Moines stations go on the air with television.

"Now, as I understand it, WOI-TV has no intention of being anything but a commercial station." He added he did not believe WOI-TV would relinquish such major sponsors as farm equipment industries that are "interested in the prestige" of sponsoring programs on an agricultural college station. He said the station is not carrying enough informative programs to qualify it as an educational TV station. "If anything of an educational nature is on, it is during a test pattern," Mr. Quarton observed.

Mr. Breen quoted a member of the state board of education as saying he believes "WOI-TV will get out of the commercial field as soon as possible."

IBA adopted a resolution instructing its president to name a committee to prepare legislation "insuring the right of broadcasters and telecasters to broadcast and televise all public governmental meetings and hearings, whether in court or in front of administrative bodies or the sessions of the state legislatures." The proposed legislation will be submitted to the 1953 legislature.

Text of the resolution protesting operation of WOI-TV on a commercial basis follows:

The Iowa Broadcasters Association is firmly committed to American principles of free radio and press in the knowledge that no people may remain free where the essential freedoms are denied or curtailed by the government or government agencies.

Therefore, be it resolved that the Iowa broadcasters look upon entry of tax-supported institutions into the field of commercial radio and commercial television as unfair competition, and an improper use of the taxpayers' money and attack upon freedom of the press, radio and television.

Be it further resolved that we hereby condemn all such invasions of the field of free enterprise by such tax-supported institutions and call upon duly elected officials of the state of Iowa to resist all invasions and when said invasions have occurred to provide for their reasonable termination.

ABC-TV CHANGE

Morgan, Underhill Shift

CREATION of two separate departments to further streamline operations in ABC's television program department was announced last Wednesday by Alexander Stronach Jr., ABC-TV vice president.

Both reporting to Mr. Stronach under the newly-established setup, Harold L. Morgan Jr. will serve as vice president of the ABC television services department and Charles M. Underhill will be national director of the ABC television program department.

The television services department supervises all physical production and financial activities of ABC network TV operation and will be responsible for making physical services available to the TV program department and to outside agencies and packagers.

The television programming department is in charge of all programming activities, including all bookings. Mr. Underhill will continue as head of creative programming, assisted by Elizabeth Forsling and Charles Mortimer. In the general activities of his office, Mr. Underhill will be assisted by William Mayer, who will be responsible for coordinating with the television services department.

Mr. Morgan joined ABC in 1943 and Mr. Underhill came to the network in August 1951.

BEER & HISTORY

Films Plug Role in Past

HISTORICAL sidelights on the role beer has played in world history have been worked into 17 television film commercials for brewers by the Alexander Film Co., Colorado Springs, Col.

In the making more than a year and a half, the series, called *Beer's Place in History*, is being licensed to brewers for unlimited use of the films for a six-month period. Television rights are being granted to only one sponsor in any market. Historical events are dramatized with full-animation cartoon sequences. Especially produced scenes in which the leading cartoon character of the playlet introduces the sponsoring brewer's product provide transition from the cartoon story to the brewer's personalized advertising.

Typical commercial is one which explains "a beer shortage prompted the Pilgrims to land at Plymouth instead of Virginia. They sought harbor ahead of schedule because of 'victuals being much spent—especially beer'."

DuMONT SIGNS

Two New Programs Slated

SIGNING of two clients for new half-hour programs on DuMont Television Network was announced last week by Ted Bergmann, DuMont's director of sales.

Starting Aug. 14, Westinghouse Electric Corp. will sponsor a 13-week special series of pre-election programs, *Pick the Winner*, Thursday, 9-9:30 p.m., EDT (also on CBS-TV). Agency is Ketchum, McLeod & Grove, Pittsburgh.

The other program is *Happy's Party*, scheduled to start Sept. 6 for the Florida Citrus Commission [B•T, Aug 4]. It will run for 17 weeks on Saturdays from 11-11:30 a.m. (EDT) and was placed through J. Walter Thompson Co., New York.

NASSER CASE

Bankruptcy Ruling Reversed

A FEDERAL judge ruled last week in Los Angeles that release to television of movies made originally for theatrical exhibition has not become a "commercial practice."

The ruling, made by U. S. District Court Judge Harry C. Westover, in essence had the effect of reversing bankruptcy referee Benno M. Brink's decision [B•T, Mar. 10] in the lengthy court battle between George and James Nasser and United Artists over release of four feature films to video.

With the Nasser brothers involved in bankruptcy proceedings, Referee Brink had ruled United Artists should return the TV distribution rights. UA appealed the decision.

Judge Westover in his memorandum indicated the films should not be shown on TV now and gave UA attorneys until Sept. 2 to file findings of fact and conclusions of law to support their demands.

In his findings, the magistrate agreed that "TV is commercially successful" and conceded that there is a practice of exhibiting certain motion pictures. Up to now, however, he contended, it seems to have been limited either to exhibition of movies made primarily for video programs or old films released by the motion picture industry.

He stated that "the policy at the present time among major studios is to refuse to release for TV any recent films produced for theatrical exhibition."

N.Y. FIRE RULES

City, TV Cooperate

COOPERATION between New York City's Fire Dept. and that city's television industry last year in efforts to aid the latter in policing itself against violation of fire regulations and to operate unencumbered by fire hazards was announced last week by New York Fire Commissioner Jacob Grumet.

Mr. Grumet said that last year TV network and station executives notified Mayor Vincent Impellitteri that outmoded city regulations and ordinances threatened to hamper video operations and might force the industry out of New York. Mr. Grumet immediately appointed a committee made up of representatives from the fire department, TV networks and WOR-TV and WPIX (TV) to study the problem.

The fire department offered technical advice and assistance on meeting existing requirements and the committee suggested ordinance and regulation revisions which now pend before the city council, Mr. Grumet said.

William S. Hedges, an NBC vice president, praised the fire department for its part in the move.

COPYRIGHTS

Do Telecasts Constitute Infringement?

WHETHER telecasting of copyrighted works infringes on that copyright is considered in the current issue of the District of Columbia Bar Assn. *Journal*.

The problem is discussed by Carl L. Shipley of Washington, who practices before the FCC. Mr. Shipley feels the law with respect to the aural portion of telecasts has been settled fairly well. He believes, however, that the visual signal presents "a novel risk of law suits. . . ."

"Where telecasters may encounter stormy weather is in the visual reproduction of copyrighted works," said Mr. Shipley.

Mr. Shipley believed it would be of prime importance if the telecasting of a copyrighted work would be, in a legal sense, copying that work.

"If a telecast is a 'copy,' such things as the use of a newspaper as a 'prop,' or a painting or object of art casually telecast in a 'man on the street' show, or a map or a model used in a newscast can all be infringements of a copyright," he opined.

In conclusion, Mr. Shipley wrote that he felt "Logic and equity would seem to weight the scale in favor of the copyright owner."

2,252 requests...

or one bank run that made the bankers happy!

After sponsoring Movietime on WSM-TV for several months, the First American National Bank of Nashville decided to find out just how much audience this Sunday night feature really had.

On the May 4th program, a small plastic dime savings bank was offered to anyone who would stop by any one of American's 14 branches and ask for it.

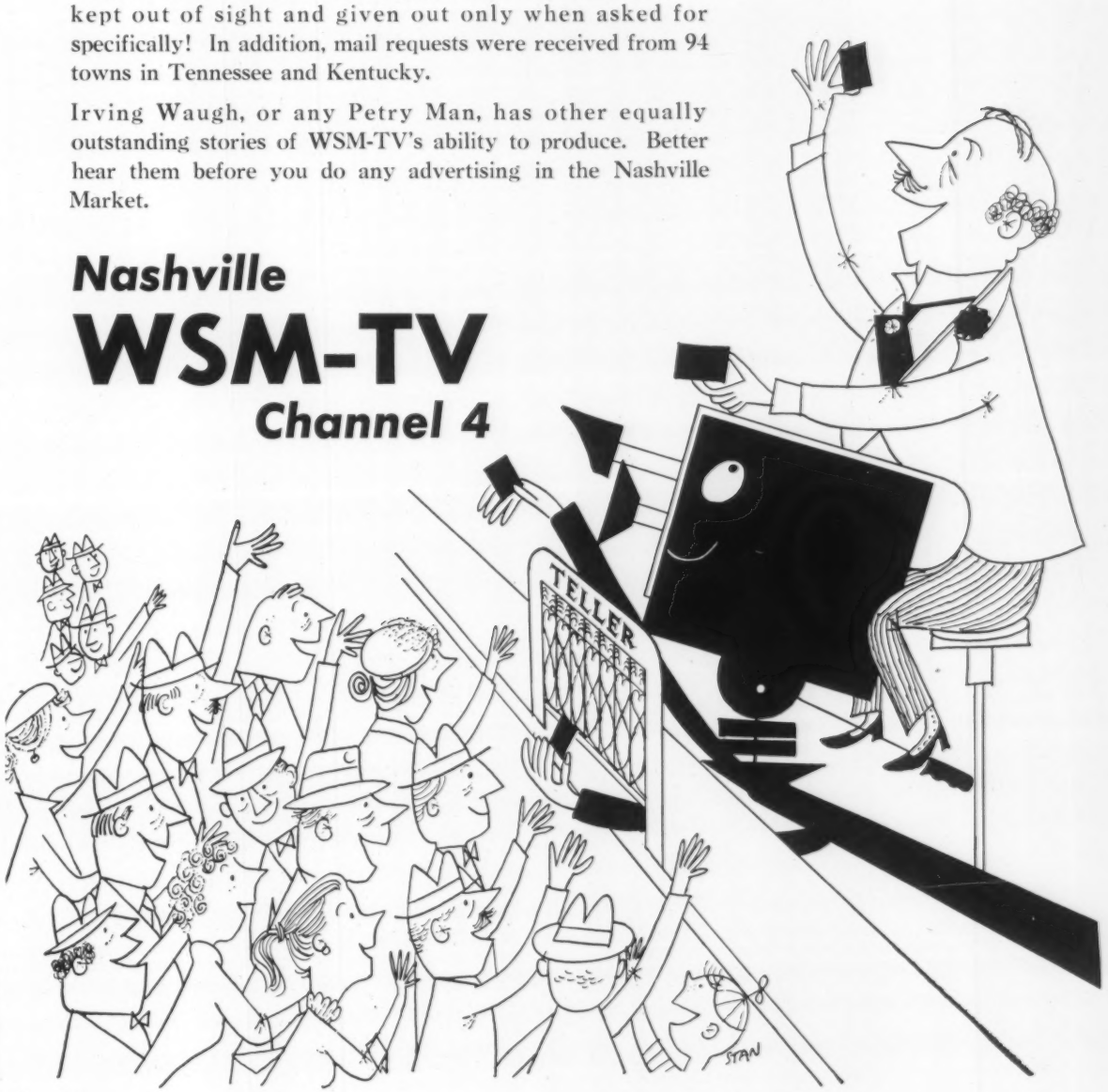
By the end of banking hours Monday, May 5, 2252 banks had been given out. Four of the 14 branches had their supply completely exhausted. This, in spite of the fact that they were kept out of sight and given out only when asked for specifically! In addition, mail requests were received from 94 towns in Tennessee and Kentucky.

Irving Waugh, or any Petry Man, has other equally outstanding stories of WSM-TV's ability to produce. Better hear them before you do any advertising in the Nashville Market.

Nashville

WSM-TV

Channel 4



CIVIL DEFENSE CLICKS

With Theatre TV Showings in U. S.

CONGRESS cut federal civil defense funds to the very bone, but government authorities are winning their so-called "losing battle" in training and alerting America—thanks to the virtually unlimited possibilities of theatre TV and widespread industry cooperation.

That's the consensus among television and other Public Affairs Office officials of the Federal Civil Defense Administration as well as state and community CD directors.

As a pioneer in closed circuit theatre telecasts for training purposes this grossly unheralded agency is getting mileage out of its budget dollar that might well be the envy of the large economy-minded advertiser. And FCDA is not resting on its laurels.

In the mill are plans for other special showings that are certain to impel other government departments to sit up and take notice of the possibilities of a medium that also holds vast promise for commercial theatre firms as well —United Paramount Theatres Inc. among others [B•T, May 5].

Three such demonstrations have been held thus far and all have been enthusiastically received. Production and a variety of other details are handled at FCDA by its Audio-Visual Div.—specifically the Television Section under Harold Azine, who operates under the usual government-imposed handicap—lack of money and personnel [B•T, July 14].

It is Mr. Azine's hope, however, that the expense of closed circuit theatre projects can be equalized, with the agency continuing to prepare the programs and the various states matching funds of the federal government. FCDA can only guide state groups; it has no authority to commandeer local participation. But there are indications that local CD groups might be willing to go along.

That's the belief of a survey prepared by Mr. Azine on the basis of reactions to the agency's third program [B•T, June 30, 23]. The results were encouraging, with 98.4% of those polled favoring similar programs.

Policemen were surveyed in 10 cities: Philadelphia, Toledo, Chicago, Cleveland, Milwaukee, Pittsburgh, Baltimore, New York, Detroit and Boston. They were asked: "Would you recommend another program like this to reach police officers who couldn't attend?" Answers ranged affirmatively from 97.1% in New York to 100% in Pittsburgh. Out of 2,500-plus questionnaires mailed out, 2,111 drew replies.

Theatres donated their facilities for the 10-city, 8-state closed circuit network program telecast from WMAL-TV Washington. Total cost of the demonstration was roughly $7,500, covering long lines coaxial cable and microwave hookups, production expenses and incidental theatre costs. FCDA has pointed out that it can reach, through two-way communication, some 35,000 people in a one-hour program for a nominal sum of 20 cents per filled seat.

EXAMPLE of industry cooperation received by Federal Civil Defense Administration for its closed circuit theatre TV demonstrations was this program aimed at 11,000 policemen in 10 cities. A Paramount camera (not shown) filmed special newsreel, which originated in studios of WMAL-TV Washington and was shown in some 5,000 theatres. United Paramount Theatres Inc. is one of major movie firms now pushing theatre television to government agencies and prospective commercial advertisers. Taking part in theatre TV panel are FCDA officials (l to r): Arthur E. Kimberling, director, Police Services; John A. DeChant, director, Public Affairs Office; and Phillip Batson, Technical Operations Office.

* * *

Plans for future shows include programs dealing perhaps with industry, labor, and other facets of the American economy—as related to civil defense.

Theatre interests have lauded FCDA for pioneering the medium, always mindful of the public service nature of the project and the ultimate hope of obtaining special channels from the FCC for theatre TV. Advertisers like Philco Corp. already have seen its value.

Results of the recent study indicate state and local groups are beginning to see the light as well. Typical are these comments:

Charles G. Wilkinson, aide to the New York City civil defense director—"I feel this medium can be developed to be of great use to the civil defense organization."

Maj. Gen. John L. Homer, executive civil defense director, State of Illinois—"It was an outstanding and stunning exhibit. . . . This is a cracker-jack method of getting the civil defense story over to the right people. . . ."

Arthur Wallander, New York City civil defense director—"The program has great value . . . should be held more often. . . ."

Mayor Frank P. Zeidler, of Milwaukee—"Individuals who may have been cold to civil defense are now hot. This type of presentation is of inestimable value in providing an incentive to civil defense work."

Many comments suggested the medium be aimed at the general public rather than select trainee audiences. Major criticism: The early morning hour at which showings are held in theatres.

HARRISON, BECKER

Named CBS Executives

APPOINTMENTS of W. Spencer Harrison as vice president in charge of legal and business affairs for CBS Television and I. S. Becker as vice president in charge of business affairs for CBS Radio have been announced respectively by J. L. Van Volkenburg, president of CBS-TV, and Adrian Murphy, president of CBS Radio.

Mr. Harrison, a senior attorney of the CBS television division during the past year, succeeds Mr. Becker in the TV business affairs post as well as assuming supervision of legal affairs for CBS-TV.

Before joining CBS in 1942, Mr. Harrison was law clerk to Judge Frank Richman of the Indiana Supreme Court. He received his AB and LL.B degrees from the U. of Indiana and served in the U. S. Army during World War II.

Mr. Becker, who had served as vice president in charge of business affairs for CBS Television since July 1951, joined CBS in 1934 as business manager of Columbia Artists Inc., then a CBS division.

Mr. Becker was graduated from the College of the City of New York with a BA degree in 1918.

Kenneth L. Yourd continues as director of business affairs, CBS Radio.

BREWING CORP.

Sets WABD(TV) Campaign

BREWING Corp. of America will spend $200,000 during the next 52 weeks over WABD (TV) New York, DuMont outlet, for a series of spots giving news flashes and weather forecasts starting Aug. 25, Richard E. Jones, general manager of the station, announced Thursday.

The announcements were purchased on behalf of the company's Carling's Red Cap Ale and Carling's Black Label beer. Benton & Bowles, N. Y., is the agency.

Photo Finish for Video Signals

The various parts of the video signals that carry a television picture through a coaxial cable travel at different speeds. When they leave the studio, they accurately represent the scene before the camera. But, like sprinters, some are faster than others and pull ahead in the "race" to the receiving point.

Bell System technicians insure a "photo finish" by making intricate adjustments to coaxial cable facilities. Using special equipment, capable of measuring fractions of a millionth of a second, they slow down the faster frequencies so that all arrive at the same time.

This is an interesting example of the great care the Bell System takes to insure high-quality transmission of television signals. It's only a small part of the total investment of money, equipment and personnel that is involved in making network television possible.

Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION BROADCASTING TODAY AND TOMORROW

Filmcraft Productions, Hollywood, headed by **Isidore Lindenbaum**, has acquired exclusive television and radio rights to the **Mark Twain Library** from the estate of **Samuel L. Clemens**. Included are 36 major works, 250 articles, 2300 published letters and several thousand unpublished letters and other material. The firm is concluding negotiations with a top name director and writers for production of *Mark Twain Television Theatre*, to be a film series. Deal was set through **William Morris Agency**, New York.

* * *

KNXT (TV) Hollywood has acquired 200 feature films from **Motion Pictures for Television Inc.** which will be telecast as *The Late Show*, Sun. through Fri., starting today (Monday). The deal, involving $165,000, was negotiated by **Don Hine**, station's production administrator; **Sy Weintraub**, vice-president in charge of sales for MPFT's New York office, and **David Wolper**, vice-president in charge of MPFT's West Coast operations. Films include "Paisan," "Open City," "Jamaica Inn" and "Meet John Doe."

* * *

Round the World TV Film Productions Inc., newly formed with headquarters at 6902 Santa Monica Blvd., Hollywood, elected **Jack Schwartz** as president; **Maurice Kosloff**, vice-president in charge of production and **Louie Diaz**, vice-president and associate producer. Production starts next week on *Roaring Twenties—U. S. A.*, originally scheduled for **Maurice Kosloff Productions** [B•T, June 16]. The half-hour TV film series is based on the experiences of ex-New York detective, **Barney Ruditsky** of the Broadway gangster squad.

* * *

Robert Gurney has completed the "Hugo Haas Story," the first half-hour film in *Hollywood at Work* television series. The film soon will be shown on NBC-TV; original scheduling was pre-empted by the national political conventions.

Mr. Haas' struggle as an independent motion picture producer-director-writer is dramatized in the film, which features film clips from his current and unreleased movies.

A similar format will be used by Mr. Gurney, his associate **Larry DeSoto** and writer **Herbert Margolis** in the "Donald O'Connor Story" and the "Ida Lupino Story."

The first motion picture to be filmed in the third dimension, "Bwana Devil Story," will illustrate Arch Obler's transition from radio to the motion picture field.

Future films will present the stories behind "The Thief," the first modern feature without dialog, and "Julius Caesar," which was produced independently by a group of Northwestern U. students in Chicago.

The Messrs. Gurney, DeSoto and Margolis are headquartered at the Motion Picture Center, Hollywood.

film report

Sales . . .

United World Films Inc., Universal City, Calif., subsidiary of Universal-International Studios, is completing 12 live action TV film commercials for **Bulova Watch Co.**; 19 for **Anheuser-Busch Inc.** (Budweiser), and **Coca-Cola Co.** Spots are 20, 30 and 60 seconds in length. Agency for Bulova is **Biow Co.**, Hollywood. Anheuser-Busch and Coca-Cola are serviced by **D'Arcy Adv.**, Los Angeles.

* * *

Volcano Productions, Hollywood, headed by **Bob Angus** at General Service Studios, will film ABC-TV *Adventures of Ozzie and Harriet*, to be sponsored on an alternate week basis by **Hotpoint Co.** and **Lambert Co.**, starting Oct. 3. Starring **Harriet Hilliard**, **Ozzie Nelson**, and their two sons, **David** and **Ricky**, the 40 half-hour films will be directed by Mr. Nelson, under the supervision of **Cecil Barker**, director of programming and production for ABC Western Division.

* * *

Distributions . . .

Negotiations have been concluded between **Guild Films Inc.**, Hollywood, and **S. W. Caldwell Ltd.**, Toronto (station representative and radio sales firm), whereby Caldwell has exclusive sales representation in Canada for Guild's TV film series. This marks the first Canadian-U. S. contract of its kind.

* * *

Interstate Television Corp., Hollywood, subsidiary of Monogram Pictures, will distribute *Hans Christian Andersen* half-hour TV film series, which is being produced by **Scandinavian-American Television Co.** in Denmark. Negotiations were concluded by **G. Ralph Branton**, Interstate president, and **Kem Pictures Inc.**, Los Angeles, owner of the films. The latter firm was represented by **Harold Geffen**, counsel, and **Walter A. Klinger**, head of sales. Producer **Karl E. Moseby** has returned to Copenhagen to complete the remaining nine films in first group of 13.

Audience Participation

THERE is nothing like playing to a live audience, as NBC Hollywood executives well know. To encourage sidewalk superintendents at network's new TV center, being erected in Burbank, they are offered a special platform, canopy, easy chairs and periodical refreshment. Such audience participation might explain the fact that construction is 10 days ahead of schedule.

Availabilities . . .

Paul F. Heard Inc., Hollywood, has completed production of 13 quarter-hour TV films, *What's Your Trouble?*, for distribution to to TV stations without charge by **Broadcasting & Film Commission of the National Council of Churches of Christ in the U. S. A.** Format concerns discussions of the spiritual and psychological approach to people and their problems by **Dr. Norman Vincent Peale**, pastor of Marble Collegiate Church, New York.

* * *

Consolidated Television Programs, New York, is offering two "budget-priced" television film packages for sponsorship. The programs are *Father Knows Best*, a situation comedy starring **Robert Young**, and *Steve Donovan: Texas Ranger*, a western series starring **Douglas Kennedy**.

Production . . .

Ken Murray, star of CBS-TV *Ken Murray Show*, is working on preproduction of a half-hour Western TV series to star **Laurie Anders**, which he will film in Hollywood. **Royal Foster** and **Earl Brent** are writing scripts in which central figure is a cowgirl.

* * *

Carl Neubert, Hollywood interior decorator, headquartered at General Service Studios, will produce two half-hour TV film series. He will star in *Bachelor's Cookbook*, which concerns a romantic bachelor who is a gourmet, and m.c. *Take it From There*.

* * *

Filmcraft Productions, Hollywood, resumes shooting on NBC-TV *You Bet Your Life* series for **De Soto-Plymouth Dealers**, Detroit. The sponsor's summer replacement, *The Best of Groucho*, consists of edited programs from last season's series. Agency is **BBDO**, Hollywood.

* * *

Flying A Television Pictures Inc., Hollywood, is in production on the next six half-hour films in *Range Rider*, TV series. Recently purchased stories include "Saga of Silver City" by **Orville Hampton**; "Holy Terror," **Dwight Cummins**; "West of Cheyenne," **Oliver Drake**; "Ambush in Coyote Canyon," **John K. Butler**; "Gold Hill," **Bob Schaefer** and **Eric Friewald**, and "Fued in Friendship City," **Buckley Angel**. Director is **William Berke**.

* * *

Filmakers Inc., Hollywood motion picture production firm headed by **Collier Young** and **Ida Lupino**, is contemplating the production of TV films abroad in 1953. The firm's current contract with RKO calls for two more features this year so TV schedule is tentative. Plans are being based on a budget of $15,000 per video film.

* * *

Filmpeople . . .

Robert Stevenson has been signed by **Screen Gems Inc.**, Hollywood, to direct five half-hour films in NBC-TV *Ford Theatre* series. Mr. Stevenson has just completed "In This Crisis" in NBC-TV *Cavalcade of America* series.

* * *

Richard Bare will direct NBC-TV *Eddie Mayehoff*, half-hour film series now in production at Eagle-Lion Studios, Hollywood, for **Reynolds Metals Co.** Series starts Oct. 5.

Status of Priority List

(Continued from page 57)

Ch. 7 [B•T, July 14]; **Other applications pending:** Knox LaRue, Ch. 2 [B•T, July 21, 14]; Mountain States TV Co., Ch. 20 [B•T, Aug. 4].

2. **PORTLAND, Ore.** (Ch. 6, 8, *10, 12, 21, 27)—**Grant:** Empire Coil Co., Ch. 27 [B•T, July 14]. **In hearing:** KOIN Inc. (KOIN), Ch. 6 [B•T, June 30]; Pioneer Bcstrs. Inc. (KGW), Ch. 6 [B•T, July 7]; KXL Bcstrs. (KXL), Ch. 6 [B•T, July 7]; Mt. Hood Radio and TV Bcstg. Corp. (applicant to buy KOIN), Ch. 6 [B•T, July 28, 21]; Westinghouse Radio Stations Inc. (KEX), Ch. 8 [B•T, June 23]; Portland Television Inc., Ch. 8 [B•T, July 14]; Oregon Television Inc., Ch. 12 [B•T, July 7]; Columbia Empire Telecasters Inc. (KPOJ owns 40%), Ch. 12 [B•T, July 14]; Mt. Scott Telecasters Inc. (KGON), Ch. 21 [B•T, July 7]; Vancouver Radio Corp. (KVAN Vancouver, Wash.), Ch. 21 at Vancouver [B•T, June 30]. **Others pending:** Northwest Television & Bcstg. Co., Ch. 12 [B•T, July 28].

3. **TAMPA - ST. PETERSBURG, Fla.** (Ch. *3, 8, 13, 38)—**In hearing:** Pinellas Bcstg. Co. (WTSP St. Petersburg), Ch. 8 [B•T, April 21]; Tampa Bay Area Telecasting Corp., St. Petersburg, Ch. 8 [B•T, July 7]; Tribune Co. (WFLA Tampa), Ch. 8 [B•T, June 30]; Tampa Times Co. (WDAE Tampa), Ch. 13 [B•T, June 30]; Orange Television Bcstg. Co., Tampa, Ch. 13 [B•T, July 14]; Tampa Bcstg. Co. (WALT Tampa), Ch. 13 [B•T, July 7]; Empire Coil Co., Tampa-St. Petersburg, Ch. 38 [B•T, June 23]; City of St. Petersburg (WSUN St. Petersburg), Ch. 38 [B•T, July 7].

4. **SPRINGFIELD-HOLYOKE, Mass.** (Ch. 55, 61)—**Grants:** [B•T, July 14]; Hampden-Hampshire Corp. (WHYN Holyoke), Ch. 55; Springfield Television Bcstg. Corp. (WSPR Springfield owns 19.2%), Springfield, Ch. 61.

5. **YOUNGSTOWN, Ohio** (Ch. 27, 33, 73)—**Grants:** [B•T, July 14]; WKBN Bcstg. Corp. (WKBN), Ch. 27; Vindicator Printing Co. (WFMJ), Ch. 73. **Pending:** Polan Industries, Ch. 33 [B•T, July 7].

6. **WICHITA, Kan.** (Ch. 3, 10, 16, *22)—**In hearing:** Radio Station KFH Co. (KFH), Ch. 3 [B•T, July 7]; Taylor Radio and Television Corp. (KANS), Ch. 3 [B•T, July 7]; Sunflower Television Co., Ch. 3 [B•T, July 14]; Mid-Continent Television Inc., Ch. 3 [B•T, July 7]; Wichita Television Corp., Ch. 3 [B•T, July 14]; WKY Radiophone Co. (WKY-AM-TV Oklahoma City), Ch. 10 [B•T, July 7]; KAKE Bcstg. Co. (KAKE), Ch. 10 [B•T, July 14]; Wichita Beacon Bcstg. Co. (KWBB), Ch. 16 [B•T, July 14]; KFBI Inc. (KFBI), Ch. 16 [B•T, July 7].

7. **FLINT, Mich.** (Ch. 12, 16, *22, 28)—**Grant:** Trans - American Television Corp., Ch. 28 [B•T, July 14]. **In hearing:** Booth Radio and Television Stations Inc. (WBBC), Ch. 12 [B•T, July 7]; Trebit Corp. (WFDF), Ch. 12 [B•T, July 7]; WJR, Goodwill Station Inc. (WJR Detroit), Ch. 12 [B•T, July 14]; W. S. Butterfield Theatres Inc., Ch. 16 [B•T, July 7]; Trendle-Campbell Bcstg. Co. (WTAC), Ch. 16 [B•T, July 14].

8. **SPOKANE, Wash.** (Ch. 2, 4, 6, *7)—**Grants:** [B•T, July 14]; KXLY-TV, 315 W. Sprague (KXLY is 50% owner).

(Continued on page 74)

Success Story with a Southern Accent

THOSE delicious FFV Cookies that have taken Philadelphia by storm are made by Southern Biscuit Company, of Richmond, Virginia.

To get distribution in this area, Southern Biscuit appointed Walter A. Bonvie distributor; and he did a whale of a job. To move cookies off the shelves *fast*—Southern Biscuit bought a broad-base TV advertising program for children in this entire section. The program: "Cartoon Party"—a 15-minute drawing-and-story show starring Pauline Comanor at 11 AM each Saturday. The medium: WPTZ, of course—Philadelphia's food station.

The results—well, read from Mr. Bonvie's letter:

> "This is the only advertising we are using in this market. It has more than justified our belief that the right show and the right station—CARTOON PARTY on WPTZ—would do the job for us in Philadelphia.
>
> Sales of FFV Cookies have *increased over thirty-three percent during the first month of our sponsoring this program.* The second month's figures indicate that this increase will go even higher. WPTZ has really done a job for us!"

To discuss what WPTZ might do for your product, phone us at LOcust 4-5500, or call your nearest NBC Spot Sales representative.

IN PHILADELPHIA, PEOPLE WATCH WPTZ MORE THAN ANY OTHER TV STATION*

WPTZ—Philadelphia

NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pennsylvania

**Per ARB for entire year 1951.*

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

182,073

TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Program Preferences Shown In Northwestern U. Study

(Report 228)

PARENTS and youngsters in four Chicago suburbs have increased the number of TV viewing hours in the past year, while the teachers' group reports a slight decline. This was concluded in the third TV study conducted by Dr. Paul Witty of the School of Education at Northwestern U., who released the findings last week in Evanston, Ill.

Results were based on the third series of personal interviews conducted during the past three years with parents, students and teachers in four Chicago suburbs, Evanston, Skokie, Barrington and Calumet City.

Parents this year increased their number of televiewing hours to 21 from 19, with children upping the same number to 23. Teachers in 1951 watched an average of 12½ hours weekly, which dipped slightly this year to 10.

Increase in set ownership was reported also, with 80% of the families owning sets this year as compared with 43% in 1950 and 68% in 1951. The teachers this year own sets in 50% of the cases, contrasted with only 25% in both previous years.

Milton Berle proved to be unanimously disliked by all groups interviewed. Ranking, in order of the most disliked show, were, for elementary school pupils, *Howdy Doody* and Milton Berle; high school pupils, Berle, cowboys and Westerns; parents, murder mysteries, Berle; teachers, Berle, cowboys and Westerns.

Favorites with all but the teachers were *I Love Lucy*, Red Skelton and Arthur Godfrey. Teachers preferred news commentators, with *I Love Lucy* in fifth place.

Parents, teachers and children agreed on the most disliked programs as well as on the kind of shows they would like to see more of. These included current events, science and historical features, dramatizations of children's books and "a stifling of puppet shows."

Dr. Witty concluded that children are getting "very little guidance in program selection." Children, who admittedly read one-third less since watching television, should have TV integrated into school, home and community recreational activities, he said.

Planned televiewing, he said, should be related to good reading, with children being aided in critical reading, discriminating listening and analytical watching.

* * *

Film Center Plan Would Reduce Costs

THE PRINCETON Film Center Inc. of New York and Princeton, N. J., said last week that it proposes to do something about the increasing costs of TV film commercials.

Gordon Knox, film center president, said, "The high cost of live action commercials is due to several governing factors that can be altered to bring costs in line."

Mr. Knox explained: "Inadequate pre-production planning, insufficient or no rehearsal and last minute changes are causing skyrocketing costs and the net result is that far too many commercials are used over and over again in order to justify the high cost.

"Although we do not claim to have found an infallible formula for the solution of all of television's commercial cost problems, we have convinced ourselves through experience that many of these films can be produced effectively at greatly reduced cost without sacrificing quality. From 4 to 10 one-minute commercials can be produced in one day at a cost that many advertisers are now paying for one commercial," Mr. Knox stated.

The film center plan calls for close cooperation between producer and client, with two days of rehearsal and a definite deadline on changes, he explained.

Weekly Television Summary—August 11, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	95,049
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	395,888
Binghamton	WNBF-TV	85,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	911,256
Buffalo	WBEN-TV	273,995
Charlotte	WBTV	233,760
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,172,844
Cincinnati	WCPO-TV, WKRC-TV, WLWT	357,000
Cleveland	WEWS, WNBK, WXEL	628,540
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	182,073
Davenport	WOC-TV	123,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	243,000
Denver	KFEL-TV	4,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	182,073
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	121,599
Houston	KPRC-TV	160,000
Huntington-Charleston	WSAZ-TV	95,637
Indianapolis	WFBM-TV	251,000
Jacksonville	WMBR-TV	60,000
Johnstown	WJAC-TV	159,000
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	213,560
Lancaster	WGAL-TV	154,733
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,297,808
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	22,000
Memphis	WMCT	140,536
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	341,155
Minn.-St. Paul	KSTP-TV, WTCN-TV	324,200
Nashville	WSM-TV	73,758
New Haven	WNHC-TV	298,000
New Orleans	WDSU-TV	102,281
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	125,800
Oklahoma City	WKY-TV	139,673
Omaha	KMTV, WOW-TV	135,242
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	222,000
Richmond	WTVR	136,822
Rochester	WHAM-TV	151,000
Rock Island	WHBF-TV	123,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	80,206
San Antonio	KEYL, WOAI-TV	88,372
San Diego	KFMB-TV	142,250
San Francisco	KGO-TV, KPIX, KRON-TV	413,500
Schenectady-Albany-Troy	WRGB	215,600
Seattle	KING-TV	155,100
St. Louis	KSD-TV	406,500
Syracuse	WHEN, WSYR-TV	182,650
Toledo	WSPD-TV	191,000
Tulsa	KOTV	125,386
Utica-Rome	WKTV	73,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	376,871
Wilmington	WDEL-TV	113,414

Total Markets on Air 65* Total Stations on Air 110* Estimated Sets in Use: 18,106,589

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

THE TOP LIVE SHOWS IN ATLANTA FOR SPOT PARTICIPATION

If the sales story on your product can be more effectively told with live action and demonstration, WSB-TV's staff produced shows are made to order for you. For special promotions aimed at the Southeast . . . for products with close-hauled production budgets, they are perfect. No talent charges. In addition to shows described there are others. Minute spots and larger segments are available. Currently, a few are open on news and on weather—if you hurry. Let us give you complete information. Contact WSB-TV direct or ask your Petry man.

Get the result story on the job "Come Into the Kitchen" did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta's best-sellers for appliances, household gadgets—as well as for food products!

Anybody who says good corn ain't good selling just ain't heard our "Peachtree Cowboys". Their handling of a multiple dealer tie-in for an electrical manufacturer is a beaut. Watches, beverages, furniture—what's yours?

Out-rates any other puppet show in Atlanta. For anything kids buy or make their parents buy, "Woody Willow" is the South's top salesman. A live audience for this one; sampling, awarding of prizes, etc., welcomed.

wsb-tv

World's tallest TV tower • Atlanta, Georgia

WSB-TV telecasts over Channel 2 with 50,000 watts of radiated power from a 1,062-foot tower. This station is an affiliate of The Atlanta Journal and The Atlanta Constitution. National representative is Edward Petry & Co., Inc.

Can you see the difference?

XUM

Los Angeles television viewers did!

Four Los Angeles channels carried the same picture from Chicago, but the people's choice was KNXT! During *both* conventions.

When the big speeches were made and the presidential candidates nominated, the KNXT Hooper count was up to 112% larger than any other station's!

And throughout the show, KNXT had the biggest share-of-audience by far...12% greater than the second station's for the Republican Convention, 23% greater for the Democratic!

This convention sweep comes as no surprise. KNXT's daytime share-of-audience is up 83% and its nighttime share up 39%, May over November, according to ARB.

If you want to get on the best bandwagon in the nation's second TV market, get on KNXT. For details and availabilities, just ask your CBS Television Spot Sales representative, or...

the new Channel 2 **KNXT**

Los Angeles · CBS Owned

Represented by CBS Television Spot Sales

Current Status of City Priority List

(Continued from page 68)

Ch. 4; KHQ Inc. (KHQ), Ch. 6. **Notified mutually exclusive:** Louis Wasmer (KREM) [B•T, June 9] and Television Spokane Inc. (KNEW), both seeking Ch. 2 [B•T, July 28, 21].

9. **BEAUMONT-PORT ARTHUR, Tex.** (Ch. 4, 6, 31, *37)—**In hearing:** Port Arthur College (KPAC Port Arthur), Ch. 4 [B•T, July 14]; Lufkin Amusement Co., Ch. 4 [B•T, July 21]; Smith Radio Co., Port Arthur, Ch. 4 [B•T, July 21]; Enterprise Co., (KRIC Beaumont), Ch. 6 [B•T, July 7]; KTRM Inc. (KTRM) Beaumont Bcstg. Corp. (KFDM Beaumont), Ch. 6 [B•T, July 14]. **Notified mutually exclusive:** Tom Potter, Beaumont, Ch. 31 [B•T, July 28]; Television Bcstrs., Ch. 31 [B•T, Aug. 4].

10. **DULUTH, Minn.-SUPERIOR, Wis.** (Ch. 3, 6, *8, 32, 38)—**In hearing:** Red River Bcstg. Co. (KDAL Duluth), Ch. 3 [B•T, June 2, April 21]; Head of Lakes Bcstg. Co. (WEBC Duluth), Ch. 3 [B•T, July 7]; Lakehead Telecasters Inc. (WREX Duluth), Ch. 6 [B•T, July 14]; Ridson Inc. (WDSM Superior), Ch. 6 [B•T, July 14].

11. **SACRAMENTO, Calif.** (Ch. 3, *6, 10, 40, 46)—**In hearing:** KCRA Inc. (KCRA), Ch. 3 [B•T, July 7]; Sacramento Bcstrs. Inc. (KXOA), Ch. 3 [B•T, July 7]; Harmco Inc. (KROY), Ch. 3 [B•T, July 7]; McClatchy Bcstg. Co. (KFBK), Ch. 10 [B•T, July 7]; Sacramento Telecasters Inc., Ch. 10 [B•T, July 7]. **Others pending:** Maria Helen Alvarez, Ch. 40 [B•T, July 28]; John Poole Bcstg. Co., Ch. 46 [B•T, July 21]; Jack O. Gross, Ch. 46 [B•T, Aug. 4].

12. **FORT WAYNE, Ind.** (Ch. 21, *27, 33)—**In hearing:** Northeastern Indiana Bcstg. Co. (WFTW), Ch. 33 [B•T, July 7]; News-Sentinel Bcstg. Co. (WGL), Ch. 33 [B•T, July 7]; Fort Wayne Television Corp., Ch. 33 [B•T, July 14]. **Others pending:** Radio Fort Wayne (WANE), Ch. 21 [B•T July 28]; Westinghouse Radio Stations Inc., Ch. 21 [B•T, July 28].

13. **AUSTIN, Tex.** (Ch. 7, 18, 24, *30) —**Grants:** [B•T, July 14]: Texas Bcstg. Co. (KTBC), Ch. 7; Capital City Television Co., Ch. 18. **Pending:** Tom Potter, Ch. 24 [B•T, July 28].

14. **CHATTANOOGA, Tenn.** (Ch. 3, 12, 43, 49, *55)—**Notified mutually exclusive:** Mountain City Television Inc. (WAPO) [B•T, June 30] and WDOD Bcstg. Corp. (WDOD) [B•T, June 23], both seeking Ch. 3; Tri-State Telecasting Corp. [B•T, July 21], Southern Television Inc. [B•T, June 30], and WDEF Bcstg. Co. (WDEF) [B•T, July 7], all three seeking Ch. 12. **Notified re hearing:** Tom Potter, Ch. 43 [B•T, July 28; also see story this issue]. **Pending:** Chattanooga TV Inc. (WMFS owns 50%), Ch. 29 [B•T, July 7] (FCC has advised hearing will be necessary unless financial questions are resolved.)

15. **EL PASO, Tex,** (Ch. 4, *7, 9, 13, 20, 26)—**Grant:** Roderick Bcstg. Co. (KROD), Ch. 4 [B•T, Aug. 4]. **Pending:** Tri-State Bcstg. Co. (KTSM), Ch. 9 [B•T, July 14]; KEPO Inc. (KEPO), Ch. 13 [B•T, July 21]; Franklin Bcstg. Co., Ch. 20 [B•T, July 28, 14].

16. **MOBILE, Ala.** (Ch. 5, 8, *42, 48) —**Grant:** Pursley Bcstg. Service (WKAB), Ch. 48 (see story this issue). **Notified mutually exclusive:** Giddens & Rester (WKRG) [B•T, July 7] and Mobile Television Corp. [B•T, July 14], both seeking Ch. 5. **Other pending:** Pape Bcstg. Co. (WALA), Ch. 8 [B•T, July 14].

17. **EVANSVILLE, Ind.** (Ch. 7, 50, *56, 62)—**Notified mutually exclusive:** South Central Bcstg. Inc. (WIKY) [B•T, June 23], Evansville Television Inc. [B•T, June 30] and On the Air Inc. (WGBF) [B•T, July 7], all three seeking Ch. 7; Trans-American Television Corp. [B•T, July 14] and Premier Television Inc. [B•T, July 21], both seeking Ch. 62. Tel-A-Ray Enterprises Inc. [B•T, July 21] and Ohio Valley Television Co. (WSON) [B•T, July 28], both Henderson, Ky., and W. R. Tuley [B•T, July 28], Evansville, all three seeking Ch. 50.

18. **SHREVEPORT, La.** (Ch. 3, 12)—**Notified mutually exclusive** (see story this issue): KTBS Inc. (KTBS) [B•T, June 23] and International Bcstg. Corp. (KWKH) [B•T, July 7], both seeking Ch. 3; Southland Television Co. (KCIJ) [B•T, July 14], Radio Station KRMD (KRMD) [B•T, July 7] and Shreveport Television Co. [B•T, July 7], all three seeking Ch. 12.

19. **BATON ROUGE, La.** (Ch. 10, 28, *34, 40)—**Pending:** Air Waves Inc. (WLCS), Ch. 10 [B•T, July 7]; Baton Rouge Bcstg. Co. (WJBO), Ch. 10 [B•T, July 7]; Modern Bcstg. Co. (WAFB), Ch. 28 [B•T, July 28, June 30]; Tom Potter, Ch. 40 [B•T, July 28]; Capital Television & Bcstg. Co., Ch. 40 [B•T, Aug. 4].

20. **SCRANTON, Pa.** (Ch. 16, 22, 73) —**Pending:** Union Bcstg. Co. (WARM), Ch. 16 [B•T, July 7]; Electric City Telecasting Co. (WQAN), Ch. 16 [B•T, July 21]; Scranton Bcstrs. Inc. (WGBI), Ch. 22 [B•T, July 7]; Appalachian Co., Ch. 73 [B•T, July 21].

21. **KNOXVILLE, Tenn.** (Ch. 6, 10, *20, 26)—**Pending:** Mountcastle Bcstg. Co. (WROL), Ch. 6 [B•T, June 30]; WKGN Inc. (WKGN), Ch. 6 [B•T, July 28]; Scripps-Howard Radio Inc. (WNOX), Ch. 10 [B•T, June 30]; Radio Station WBIR Inc. (WBIR), Ch. 10 [B•T, July 7]; Tennessee Television Inc., Ch. 10 [B•T, July 7].

22. **SAVANNAH, Ga.** (Ch. 3, *9, 11)— **Pending:** WSAV Inc. (WSAV), Ch. 3 [B•T, June 16]; WJIV-TV Inc. (WJIV), Ch. 3 [B•T, July 7]; Savannah Bcstg. Co. (WTOC), Ch. 11 [B•T, July 14]; Martin & Minard, Ch. 11 [B•T, Aug. 4].

23. **SOUTH BEND, Ind.** (Ch. 34, *40, 46)—**Pending:** South Bend Tribune (WSBT), Ch. 34 [B•T, July 7]; South Bend Telecasting Corp., Ch. 46 [B•T, June 23]; South Bend Bcstg. Co. (WHOT), Ch. 46 [B•T, July 7].

24. **PEORIA, Ill.** (Ch. 8, 19, *37, 43)— **Pending:** Peoria Bcstg. Co. (WMBD), Ch. 8 [B•T, June 16]; WIRL Television Co. (WIRL), Ch. 8 [B•T, July 14]; Hilltop Bcstg. Co. (WWXL), Ch. 19 [B•T, July 21]; TV & Radio Peoria Inc. (WPEO), Ch. 19 [B•T, Aug. 4]; Trans-American Television Corp., Ch. 43 [B•T, June 30]; West Central Bcstg. Co. (WEEK), Ch. 43 [B•T, July 14].

25. **CORPUS CHRISTI, Tex.** (Ch. 6, 10, *16, 22)—**Pending:** Baptist General Convention of Texas, Ch. 6 [B•T, June 2]; Gulf Coast Bcstg. Co. (KRIS), Ch. 6 [B•T, July 7]; KEYS-TV Inc. (KEYS), Ch. 10 [B•T, July 7]; Corpus Christi Television Co., Ch. 10 [B•T, June 30]; Superior Television Co., Ch. 10 [B•T, July 28]; H. L. Hunt, Ch. 22 [B•T, July 28]; Coastal Bend TV Co., Ch. 22 [B•T, Aug. 4].

26. **MONTGOMERY, Ala.** (Ch. 12, 20, *26, 32)—**Pending:** Alabama Television Co., Ch. 12 [B•T, July 21]; Montgomery Bcstg. Co (WSFA), Ch. 12 [B•T, June 23]; Southern Enterprises, Ch. 32 [B•T, July 21, June 16]; Southern Bcstg. (WJJJ), Ch. 32 [B•T July 28]; Capitol Bctsg. Co. (WCOV), Ch. 20 [B•T, July 7].

27. **LITTLE ROCK, Ark.** (Ch. *2, 4, 11, 17, 23)—**Pending:** Arkansas Television Co., Ch. 4 [B•T, July 14]; Arkansas Radio and Equipment Co., Ch. 4 [B•T, June 16]; Wrather, Hill & Alvarez, Ch. 11 [B•T, July 21]; Arkansas Bcstg. Co. (KLRA), Ch. 11 [B•T, July 28].

POPULATION 100,000 AND UNDER

28. **LINCOLN, Neb.** (Ch. 10, 12, *18, 24)—**Pending:** Cornbelt Bcstg. Corp. (KFOR), Ch. 10 [B•T, July 7]; Cornhusker Radio and Television Corp., Ch. 12 [B•T, July 28].

29. **JACKSON, Miss.** (Ch. 12, *19, 25, 47)—**Pending:** Lamar Life Bcstg. Co. (WJDX), Ch. 12 [B•T, July 7]; Standard Life Bcstg. Co. (WSLI), Ch. 12 [B•T, July 7]; Mississippi Publishers Corp., Ch. 25 [B•T, May 5]; Rebel Bcstg. Co. of Mississippi (WRBC), Ch. 47 [B•T, July 28]; Mississippi Bcstg. Co. (WJQS), Ch. 47 [B•T, July 21].

30. **MADISON, Wis.** (Ch. 3, *21, 27, 33)—**Pending:** Television of Wisconsin, Ch. 27, [B•T, Aug. 4, July 28,, 7]; Radio Wisconsin Inc. (WISC), Ch. 3 [B•T, July 7]; Badger Bcstg. Co. (WIBA) Ch. 3 [B•T, July 7]; Bartell Bcstrs. Inc., Ch. 33 [B•T, July 28].

31. **WHEELING, W. Va.-STEUBENVILLE (Ohio** (Ch. 7, 9, 51, *57)—**Pending:** Tri-City Bcstg. Co., Wheeling, Ch. 7 [B•T, July 14]; Polan Industries, Wheeling, Ch. 7 [B•T, July 14]; WKWK Television Corp. (WKWK Wheeling), Ch. 7 [B•T, July 21]; WSTV Inc. (WSTV Steubenville), Ch. 9 [B•T, July 14]; Storer Bcstg. Co. (WWVA Wheeling), Ch. 9 [B•T, July 7].

32. **ROCKFORD, Ill.** (Ch. 13, 39, *45) —**Pending:** Rockford Bcstrs. Inc. (WROK), Ch. 13 [B•T, June 30]; Greater Rockford Television Inc., Ch. 13 [B•T, July 7]; Winnebago Television Corp., Ch. 39 [B•T, July 14].

33. **SAGINAW, Mich.** (Ch. 51, 57)— **None pending.** (See Bay City).

34. **ROANOKE, Va.** (Ch. 7, 10, 27, *33)—**Pending:** Times-World Corp. (WDBJ), Ch. 7 [B•T, July 7]; Radio Roanoke Inc. (WROV), Ch. 27 [B•T, Aug. 4, July 14]; Polan Industries, Ch. 10 [B•T, July 14]; Roanoke Bcstg. Corp. (WSLS), Ch. 10 [B•T, July 7]; Rollins Bcstg. Inc. (WRAP Norfolk, WRAD Radford, Va.), Ch. 27 [B•T, Aug. 4].

35. **FRESNO, Calif.** (Ch. 12, *18, 24, 47, 53)—California Inland Bcstg. Co. (KFRE), Ch. 12 [B•T, July 7]; KARM, The George Harm Station (KARM), Ch. 12 [B•T, July 7]; McClatchy Bcstg. Co. (KMJ), Ch. 24 [B•T, July 7]; John Poole Bcstg. Co., Ch. 47 [B•T, July 14]; Robert Schuler et al (KYNO), Ch. 47 [B•T, July 7]; The McMahan Co., Ch. 53 [B•T, July 28].

36. **BROWNSVILLE - HARLINGEN - WESLACO, Tex.** (Ch. 4, 5, 23, 36)— **Pending:** Rio Grande Television Corp. (KGBS Harlingen), Ch. 4 [B•T, June 30]; Rio Grande Television Corp. (Thomas O. Payne et al), Weslaco, Ch. 5 [B•T, July 21]; Taylor Radio & Television Corp. (KRGV), Ch. 5 [B•T, July 14]; Roy Hofheinz (KSOX Harlingen), Ch. 7 [B•T, this issue].

37. **COLUMBIA, S. C.** (Ch. 10, *19, 25, 67)—**Pending:** Marseco Bcstg. Corp. (WMRC), Ch. 10 [B•T, July 14]; Bcstg. Co. of South (WIS), Ch. 10 [B•T, June 23]; Radio Columbia (WCOS), Ch. 25 [B•T, June 30]; Palmetto Radio Corp. (WNOK), Ch. 67 [B•T, this issue and July 7].

38. **WACO, Tex.** (Ch. 11, *28, 34)— **Pending:** KWTX Bcstg. Co. (KWTX), Ch. 11 [B•T, July 14]; Waco Television Corp., Ch. 11 [B•T, July 7]; Central Texas Television Co., Ch. 34 [B•T, July 28].

39. **SIOUX CITY, Iowa** (Ch. 4, 9, *30, 36)—**Pending:** KCOM Bcstg. Co. (KCOM), Ch. 4 [B•T, June 30]; Perkins Bros. (KSCJ), Ch. 4 [B•T, July 7]; Siouxland Television Co., Ch. 9 [B•T, June 30]; Cowles Bcstg. Co., Ch. 9 [B•T, July 7].

40. **MANCHESTER, N. H.** (Ch. 9, 48) —**Pending:** New Hampshire Bcstg. Inc. (WFEA), Ch. 9 [B•T, July 7]; Radio Voice of New Hampshire Inc. (WMUR), Ch. 9 [B•T, June 30]; Union Leader Corp., Ch. 9 [B•T, July 28].

41. **SPRINGFIELD, Ill.** (Ch. 2, 20, *26) —**Pending:** WCBS Inc. (WCVS), Ch. 2 [B•T, July 28]; WMAY-TV Inc. (WMAY), Ch. 2 [B•T, July 28]; Sangamon Valley Television Corp. (WTAX), Ch. 2 [B•T, June 30]; Great Plains Television Properties Inc., Ch. 20 [B•T, Aug. 4].

42. **COLUMBUS, Ga.** (Ch. 4, 28, *34) —**Pending:** J. W. Woodruff and J. W. Woodruff Jr. (WRBL), Ch. 4 [B•T, July 7]; Georgia-Alabama Bcstg. Corp. (WGBA), Ch. 4 [B•T, July 7]; Radio Columbus Inc. (WDAK), Ch. 28 [B•T, July 7]; Martin Theatres of Georgia Inc., Ch. 28 [B•T, July 7].

43. **TOPEKA, Kan.** (Ch. 13, 42, *48)— **Pending:** Topeka Bcstg. Assn. Inc. (WIBW), Ch. 13 [B•T, July 7]; S. H. Patterson (KJAY), Ch. 13 [B•T, July 14, April 21]; Alf M. Landon, Ch. 42 [B•T, July 28]; WREN Bcstg. Co. (WREN), Ch. 42 [B•T, this issue].

44. **ST. JOSEPH, Mo.** (Ch. 2, 30, *36) —**Pending:** KFEQ Inc. (KFEQ), Ch. 2 [B•T, June 2].

45. **PORTLAND, Me.** (Ch. 6, 13, *47, 53)—**Pending:** Congress Square Hotel Co. (WCSH), Ch. 6 [B•T, July 7]; Oliver Bcstg. Corp. (WPOR), Ch. 6

ACTORS TV BONUS

SAG Distributes $8,000

SCREEN Actors Guild last week distributed more than $8,000 to 114 individual actors as the first payment from Monogram Pictures for video rights to five theatrical films produced since Aug. 1, 1948 and now being leased for TV showing.

Under an agreement between Monogram and SAG covering approximately 70 movies, the studio will pay each actor 15% of his original total salary if leasing price to TV is $20,000 or over and 12½% if price is under that figure.

WISE BUYERS BUY...

KFMB For More Business

San Diego's 1ST and Only TV STATION

TV, channel 8
AM, 550 K.C.

Blankets California's Third Market!

SAN DIEGO Ranks 8th In U. S. Building!

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SAN DIEGO 1, CALIFORNIA
Represented by
THE BRANHAM CO.

[B.T, July 21]; Guy Gannett Bcstg. Services Inc. (WGAN), Ch. 13 [B.T, June 9]; Community Bcstg. Service, Ch. 13 [B.T, July 21].

46. **WILKES-BARRE, Pa.** (Ch. 28, 34) —**Pending:** Louis G. Baltimore (WBRE), Ch. 28 [B.T, July 7]; Wyoming Valley Bcstg. Co. (WILK), Ch. 34 [B.T, May 5].

47. **AMARILLO, Tex.** (Ch. *2, 4, 7, 10) —**Pending:** Plains Radio Bcstg. Co. (KGNC), Ch. 4 [B.T, June 30]; Amarillo Bcstg. Corp. (KFDA), Ch. 10 [B.T, July 7].

48. **CHARLESTON, W. Va.** (Ch. 8, *43, 49) — **Pending:** Capitol Television Inc., Ch. 8 [B.T, July 7]; Tierney Co. (WCHS), Ch. 8 [B.T, July 7]; Joe L. Smith Jr. Inc. (WKNA) Ch. 49 [B.T, July 28]; Chemical City Bcstg. Co. (WTIP), Ch. 49 [B.T, July 7].

49. **CEDAR RAPIDS, Iowa** (Ch. 2, 9, 20, *25) — **Pending:** American Bcstg. Stations Inc. (WMT), Ch. 2 [B.T, July 7] Davenport Bcstg. Co. (KSTT Davenport), Ch. 2 [B.T, July 7]; Gazette Co. (KCRG), Ch. 9 [B.T, July 7].

50. **LUBBOCK, Tex.** (Ch. 5, 11, 13, *20, 26)—**Pending:** Plains Radio Bcstg. Co. (KFYO), Ch. 5 [B.T, July 7]; Lindsey Television Co., Ch. 5 [B.T, July 21]; Bryant Radio & TV Inc. (KCBD), Ch. 11 [B.T, July 7]; Texas Telecasting Inc., Ch. 13 [B.T, July 14].

51. **AUGUSTA, Ga.** (Ch. 6, 12)—**Pending:** Georgia - Carolina Bcstg. Co. (WJBF), Ch. 6 [B.T, June 2]; Garden City Bcstg. Co. (WAUG), Ch. 6 [B.T, July 28]; Radio Augusta Inc. (WRDW), Ch. 12 [B.T, July 7]; Twin States Bcstg. Co. (WGAC), Ch. 12 [B.T, June 30].

52. **DURHAM, N. C.** (Ch. 11, *40, 46)—**Pending:** Durham Radio Corp. (WDNC), Ch. 11 [B.T, July 7]; Durham Bcstg. Enterprises Inc. (WTIK), Ch. 11 [B.T, July 7].

53. **STOCKTON, Calif.** (Ch. 13, 36, *42)—**Pending:** Radio Diablo Inc. Ch. 13 [B.T, July 14]; E. F. Peffer (KGDM), Ch. 13 [B.T, July 14]; KXOB Inc. (KXOB), Ch. 13 [B.T, Aug. 4]; John Poole Bcstg. Co., Ch. 36 [B.T, July 14]; San Joaquin Telecasters (KSTN), Ch. 36 [B.T, July 21].

54. **MACON, Ga.** (Ch. 13, *41, 47)—**Pending:** Southeastern Bcstg. Co. (WMAZ), Ch. 13 [B.T, June 16]; Middle Georgia Bcstg. Co. (WBML), Ch. 47 [B.T, July 14].

55. **CHARLESTON, S. C.** (Ch. 2, 5, *13)—**Pending:** Charles Bcstg. Co. (WHAN), Ch. 2 [B.T, July 14]; Atlantic Coast Bcstg. Co. (WTMA), Ch. 2 [B.T, July 7]; WCSC Inc. (WCSC), Ch. 5 [B.T, July 7].

56. **WICHITA FALLS, Tex.** (Ch. 3, 6, *16, 22)—**Pending:** Wichita Radio & Television Co. (KFDX), Ch. 3 [B.T, June 30] Rowley-Brown Bcstg. Co. (KWFT), Ch. 6 [B.T, July 21]; Texoma Bcstg. Co. (KTRN), Ch. 6 [B.T, July 14]; White TV Co., Ch. 22 [B.T, July 7].

57. **SPRINGFIELD, Mo.** (Ch. 3, 10, *26, 32)—**Pending:** Springfield Television Inc., Ch. 3 [B.T, June 9]; Independent Bcstg. Co. (KTTS), Ch. 10 [B.T, Aug. 4]

58. **GALVESTON, Tex.** (Ch. 11, 35, 41, *47)—**Pending:** Gulf Television Co., Ch. 11 [B.T, July 7]; Mirador Television-Radio Corp., Ch. 11 [B.T, July 7].

59. **DECATUR, Ill.** (Ch. 24)—**None pending.**

60. **RALEIGH, N. C.** (Ch. 5, *22, 28)—**Pending:** Capitol Bcstg. Co. (WRAL), Ch. 5 [B.T, July 14]; WPTF Radio Co. (WPTF), Ch. 5 [B.T, May 19].

61. **WATERLOO, Iowa** (Ch. 7, 16, *22)—**Pending:** Blackhawk Bcstg. Co. (KWWL), Ch. 7 [B.T, July 14]; Josh Higgins Bcstg. Co. (KXEL), Ch. 7 [B.T, July 14].

62. **TERRE HAUTE, Ind.** (Ch. 10, *57, 63)—**Pending:** John R. Figg, Ch. 10 [B.T, July 28]; Wabash Valley Bcstg. Corp. (WTHI), Ch. 10 [B.T, July 7].

63. **PUEBLO, Col.** (Ch. 3, 5, *8, 28, 34) — **Pending:** Pueblo Radio Co. (KDZA), Ch. 3 [B.T, June 16]; Star Bcstg. Co. (KCSJ), Ch. 5 [B.T, this issue].

64. **SAN BERNARDINO, Calif.** (Ch. 18, *24, 30) — **Pending:** KITO Inc. (KITO), Ch. 18 [B.T, May 12].

65. **CHAMPAIGN-URBANA, Ill.** (Ch. 3, *12, 21, 27, 33)—**Pending:** Midwest Television Inc. (WDWS Champaign), Ch. 3 [B.T, July 7].

66. **ATLANTIC CITY, N. J.** (Ch. 46, 52) — **Pending:** Neptune Bcstg. Corp. (WFPG), Ch 46 [B.T, May 26].

67. **MUNCIE, Ind.** (Ch. 49, 55, *71)—**Pending:** Tri-City Radio Corp. (WLBC), Ch. 49 [B.T, June 16].

68. **GREENVILLE, S. C.** (Ch. 4, 23, *29) — **Pending:** Textile Bcstg. Co. (WMRC), Ch. 4 [B.T, July 7]; Carolina TV Inc., Ch. 4 [B.T, July 7]; Greenville News-Piedmont Co. (WFBC), Ch. 4 [B.T, June 30].

69. **GADSDEN, Ala.** (Ch. 15, 21)—**None pending.**

70. **LEXINGTON, Ky.** (Ch. 27, 33)—**Pending:** American Bcstg. Corp. (WLAP), Ch. 27 [B.T, July 14]; West-Bingham Television Co., Ch. 27 [B.T, July 28]; Bluegrass Bcstg. Co. (WVLK), Ch. 33 [B.T, July 21]; Central Kentucky Bcstg. Co. (WLEX), Ch. 33 [B.T, June 23].

71. **PITTSFIELD, Mass.** (Ch. 64)—**Pending:** Greylock Bcstg. Co. (WBRK), Ch. 64 [B.T, July 7]; Western Mass. Bcstg. Co. (WBEC), Ch. 64 [B.T, this issue].

72. **ASHEVILLE, N. C.** (Ch. 13, *56, 62) — **Pending:** Skyway Bcstg. Co. (WLOS), Ch. 13 [B.T, June 30]; Community TV Co., Ch. 13 [B.T, July 7]; Radio Station WISE Inc. (WISE), Ch. 62 [B.T, July 7].

73. **GREEN BAY, Wis.** (Ch. 2, 6)—**Pending:** Norbertine Fathers (WBAY), Ch. 2 [B.T, July 7]; Green Bay Newspaper Co. (WJPG), Ch. 6 [B.T, July 14]; Valley Telecasting Corp., Ch. 6 [B.T, July 14].

74. **SIOUX FALLS, S. D.** (Ch. 11, 13, 38, *44)—**Pending:** Mid-Continent Bcstg. Co. (KELO), Ch. 11 [B.T, July 7].

75. **BAY CITY, Mich.** (Ch. 5, 63, *73) —**Pending:** James Gerity Jr. (WABJ), Ch. 5 [B.T, July 28]; Bay Bcstg. Co. (WBCM), Ch. 5 [B.T, July 7]; Saginaw Bcstg. Co. (WSAM Saginaw), Ch. 5 [B.T, June 30].

76. **ORLANDO, Fla.** (Ch. 6, 9, 18, *24) —**Pending:** Orlando Bcstg. Co. (WDBO), Ch. 6 [B.T, July 28]; WORZ Inc. (WORZ), Ch. 9 [B.T, July 21]; WHOO Inc. (WHOO), Ch. 9 [B.T, June 23].

77. **SAN ANGELO, Tex.** (Ch. 6, 8, 17, *23)—**None pending.**

78. **LAREDO, Tex.** (Ch. 8, 13, *15)—**None pending.**

79. **LIMA, Ohio** (Ch. 35, 41)—**Pending:** Northwestern Ohio Bcstg. Corp. (WIMA), Ch. 35 [B.T, July 14]; WLOK Inc. (WLOK), Ch. 41 [B.T, July 7].

POPULATION 50,000 AND UNDER

80. **WARREN, Ohio** (Ch. 21)—**Pending:** Warren Tribune Radio Station Inc. (WHHH), Ch. 21 [B.T, July 28].

81. **ELMIRA, N. Y.** (Ch. 18, 24)—**Pending:** Corning Leader Inc. (WELM), Ch. 18 [B.T, July 7]; Elmira Television, Ch. 18 [B.T, June 30]; Elmira Star-Gazette Inc. (WENY), Ch. 24 [B.T, June 2].

82. **DUBUQUE, Iowa** (Ch. 56, 62)—**None pending.**

83. **MUSKEGON, Mich.** (Ch. 29, 35)—**Pending:** Versluis Radio & Television Inc., Ch. 35 [B.T, July 28].

84. **FORT SMITH, Ark.** (Ch. 5, *16, 22)—**Pending:** American Television Co., Ch. 5 [B.T, July 21]; George T. Hernreich, Ch. 5 [B.T, July 7]; Southwestern Pub. Co. (KFSA), Ch. 5 [B.T, July 7].

85. **LYNCHBURG, Va.** (Ch. 13, 16)—**Pending:** Lynchburg Bcstg. Corp. (WLVA), Ch. 13 [B.T, July 7].

86. **LaCROSSE, Wis.** (Ch. 8, *32, 38)—**Pending:** LaCrosse Bcstg. Co. (WKTY), Ch. 8 [B.T, June 30]; WKBH Television Inc. (WKBH), Ch. 8 [B.T, July 7].

87. **RIVERSIDE, Calif.** (Ch. 40, 46)—**Pending:** California Telecasters, Ch. 40 [B.T, July 14].

88. **TUSCALOOSA, Ala.** (Ch. 45, 51) —**None pending.**

89. **ABILENE, Tex.** (Ch. 9, 33)—**Pending:** Citizens Bcstg. Co. (KWKC), Ch. 9 [B.T, May 5]; Reporter Bcstg. Co. (KRBC), Ch. 9 [B.T, July 21].

90. **COLORADO SPRINGS, Col.** (Ch. 11, 13, *17, 23)—**Pending:** TV Colorado Inc. (50% owned by KVOR Colorado Springs, 50% by KGHF Pueblo), Ch. 11 [B.T, May 5]; Pikes Peak Bcstg. Co. (KRDO), Ch. 13 [B.T, July 28].

91. **TUCSON, Ariz.** (Ch. 4, *6, 9, 13) —**Pending:** Arizona Bcstg. Co. (KVOA), Ch. 4 [B.T, July 7]; Catalina Bcstg.

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Current Status of City Priority List

(Continued from page 75)

Co. (KCNA), Ch. 9 [B•T, July 7]; Old Pueblo Bcstg. Co. (KOPO), Ch. 13 [B•T, July 7].

92. **WILLIAMSPORT, Pa.** (Ch. 36)—**Pending:** WRAK Inc. (WRAK), Ch. 36 [B•T, July 7].

93. **WILMINGTON, N. C.** (Ch. 6, 29, 35)—WMFD-TV Inc. (WMFD), Ch. 6 [B•T, Aug. 4].

94. **SANTA BARBARA, Calif.** (Ch. 3, 20, 26)—Santa Barbara Bcstg. and Television Corp., Ch. 3 [B•T, Aug. 4].

95. **MANSFIELD, Ohio** (Ch. 36)—**Pending:** Mansfield Journal Co., Ch. 36 [B•T, July 14]; Fergum Theatres Inc., Ch. 36 [B•T, July 14].

96. **PENSACOLA, Fla.** (Ch. 3, 15, *21, 46)—**Pending:** Gulfport Bcstg. Corp. (WEAR), Ch. 3 [B•T, July 7].

97. **JAMESTOWN, N. Y.** (Ch. 58)—**Pending:** Chautauqua Bcstg. Corp., Ch. 58 [B•T, July 28]; James Bcstg. Co. (WJTN), Ch. 58 [B•T, July 7].

98. **WEST PALM BEACH, Fla.** (Ch. 5, 12, *15, 21)—**Pending:** W.J.N.O. Inc. (WJNO), Ch. 5 [B•T, July 28]; Palm Beach Television Inc., Ch. 5 [B•T, July 14]; WIRK-TV Inc. (WIRK), Ch. 12 [B•T, May 26]; Television Theatre of the Palm Beaches Inc., Ch. 12 [B•T, July 7].

99. **SALEM, Ore.** (Ch. 3, *18, 24)—**Pending:** Oregon Radio Inc. (KSLM), Ch. 3 [B•T, July 7].

100. **SHEBOYGAN, Mich.** (Ch. 59)—**None pending.**

101. **MERIDIAN, Miss.** (Ch. 11, 30, *36)—**Pending:** Southern Television Corp. (WTOK), Ch. 11 [B•T, July 7].

102. **QUINCY, Ill.** (Ch. 10, 21)—**Pending:** Quincy Bcstg. Co. (WGEM), Ch. 10 [B•T, July 21]; Lee Bcstg. Co., Ch. 10 [B•T, May 19].

103. **LAKE CHARLES, La.** (Ch. 7, *19, 25)—**Pending:** Sowela TV Inc. (KLOU), Ch. 7 [B•T, July 14]; Calcasieu Bcstg. Co. (KPLC) Ch. 7 [B•T, July 14].

104. **OSHKOSH, Wis.** (Ch. 48)—**Pending:** Oshkosh Bcstg. Co., Ch. 48 [B•T, June 9].

105. **POUGHKEEPSIE, N. Y.** (Ch. 21, *83)—**Pending:** Mid-Hudson Bcstrs Inc. (WEOK), Ch. 21 [B•T, this issue].

106. **LEWISTON, Me.** (Ch. 8, 17)—**Pending:** Lewiston - Auburn Bcstg. Corp. (WLAM) Ch. 8 [B•T, July 21]; Twin City Bcstg. Co. (WCOU), Ch. 8 [B•T, July 21].

107. **ZANESVILLE, Ohio** (Ch. 50)—**Pending:** Southeastern Ohio TV System, Ch. 50 [B•T, June 30].

108. **GREAT FALLS, Mont.** (Ch. 3, 5, *23)—**Pending:** Buttrey Bcstg. Inc. (KFBB), Ch. 5 [B•T, July 14]; Montana Farmer Inc. (KMON), Ch. 3 [B•T, July 7]; Television Montana (KXLK) Ch. 3, [B•T, July 28].

109. **TYLER, Tex.** (Ch. 7, 19)—**Pending:** Lucille Ross Buford (KGKB), Ch. 7 [B•T, July 7].

110. **JOPLIN, Mo.** (Ch. 12, 30)—**Pending:** Air Time Inc. (KSWM), Ch. 12 [B•T, June 30].

111. **KOKOMO, Ind.** (Ch. 31)—**None pending.**

112. **MONROE, La.** (Ch. 8, 43)—**Pending:** Delta Television Inc., Ch. 43 [B•T, July 21]; James A. Noe (KNOE), Ch. 8 [B•T, July 7].

113. **YAKIMA, Wash.** (Ch. 23, 29, *47)—**Pending:** KIT Inc. (KIT), Ch. 23 [B•T, July 7]; Cascade Bcstg. Co. (KIMA), Ch. 29 [B•T, this issue].

114. **FARGO, N. D.** (Ch. 6, 13, *34, 40)—**Pending:** North Dakota Bcstg. Co., Ch. 13 [B•T, June 9]; WDAY Inc. (WDAY), Ch. 6 [B•T, June 23].

115. **DANVILLE, Ill.** (Ch. 24)—**Pending:** Northwestern Publ. Co., Ch. 24 [B•T, June 9].

116. **CUMBERLAND, Md.** (Ch. 17)—**Pending:** Maryland Corp. (WTBO), Ch. 17 [B•T, July 21]; Western Maryland Bcstg. Co. (WDYK), Ch. 17 [B•T, July 21].

117. **BILOXI, Miss.** (Ch. 13, *44, 50)—**Pending:** Radio Associates Inc. (WVMI), Ch. 13 [B•T, July 21].

118. **MUSKOGEE, Okla.** (Ch. 8, *45, 66)—**Pending:** Tulsa Bcstg. Co., Ch. 8 [B•T, July 7].

119. **PINE BLUFF, Ark.** (Ch. 7, 36)—**None pending.**

120. **SPARTANBURG, S. C.** (Ch. 7, 17)—**Pending:** Spartan Radiocasting Co. (WORD), Ch. 7 [B•T, July 7]; Bcstg. Co. of the South (WSPA), Ch. 7 [B•T, July 14].

121. **HAGERSTOWN, Md.** (Ch. 52)—**Pending:** Hagerstown Bcstg. Co. (WJEJ), Ch. 52 [B•T, July 14]; United Bcstg. Co. of Western Maryland (WARK), Ch. 52 [B•T, June 23].

122. **EAU CLAIRE, Wis.** (Ch. 13, *19, 25)—**Pending:** Badger Bcstg. Co., Ch. 13 [B•T, July 21]; Central Bcstg. Co. (WEAU), Ch. 13 [B•T, July 7].

123. **ENID, Okla.** (Ch. 5, 21, *27)—**Pending:** Enid Radiophone Co. (KCRC), Ch. 5 [B•T, July 14].

124. **EUGENE, Ore.** (Ch. *9, 13, 20, 26)—**Pending:** Lane Bcstg. Co. (KORE), Ch. 13 [B•T, July 14]; Eugene Television Corp., Ch. 13 [B•T, July 14].

125. **PORT HURON, Mich.** (Ch. 34)—**None pending.**

126. **ELKHART, Ind.** (Ch. 52)—**None pending.**

127. **EASTON, Pa.** (Ch. 57)—**Pending:** Easton Publ. Co. (WEEX-FM), Ch. 57 [B•T, July 7].

128. **LAFAYETTE, Ind.** (Ch. *47, 59)—**Pending:** WFAM Inc., Ch. 59 [B•T, June 2].

129. **HAZLETON, Pa.** (Ch. 63)—**None pending.**

130. **DANVILLE, Va.** (Ch. 24)—**Pending:** Piedmont Bcstg. Corp. (WBTM), Ch. 24 [B•T, July 28].

131. **ALEXANDRIA, La.** (Ch. 5, 62)—**Pending:** Alexandria Bcstg. Co. (KALB), Ch. 5 [B•T June 16]; KSYL Inc. (KSYL), Ch. 5 [B•T, June 30].

132. **BAKERSFIELD, Calif.** (Ch. 10, 29)—**Pending:** Kern County Bcstrs. Inc. (KERO), Ch. 10 [B•T, July 14]; John Poole Bcstg. Co., Ch. 29 [B•T, July 14]; Lemert Bcstg. Co., Ch. 10 [B•T, July 7]; Bakersfield Bcstg. Co. (KAFY), Ch. 29 [B•T, July 7].

133. **LAWTON, Okla.** (Ch. 7, *28, 34)—**Pending:** Oklahoma Quality Bcstg. Co. (KSWO), Ch. 7 [B•T, May 26].

134. **FAYETTEVILLE, N. C.** (Ch. 18)—**None pending.**

135. **BOISE, Ida.** (Ch. *4, 7, 9)—**Pending:** KIDO Inc. (KIDO), Ch. 7 [B•T, June 30].

136. **WATERTOWN, N. Y.** (Ch. 48)—**Pending:** Brockway Co. (WWNY), Ch. 48 [B•T, June 23].

137. **BLOOMINGTON, Ill.** (Ch. 15)—**None pending.**

138. **BELLINGHAM, Wash.** (Ch. 12, 18, 24)—**Pending:** KVOS Inc. (KVOS), Ch. 12 [B•T, July 7].

139. **APPLETON, Wis.** (Ch. 42)—**None pending.**

140. **OWENSBORO, Ky.** (Ch. 14)—**Pending:** Owensboro Pub. Co. (WOMI), Ch. 14 [B•T, July 7].

141. **OTTUMWA, Iowa** (Ch. 15)—**None pending.**

142. **HUTCHINSON, Kan.** (Ch. 12, 18)—**Pending:** Hutchinson TV Inc., Ch. 12 [B•T, July 7]; Nation's Center Bcstg. Co. (KWBW), Ch. 12 [B•T, July 7].

143. **LAFAYETTE, La.** (Ch. 38, 67)—**Pending:** Camelia Bcstg. Co. (KLFY), Ch. 38 [B•T, June 23].

144. **BUTTE, Mont.** (Ch. 4, 6, *7, 14)—**Pending:** Television Montana (KXLF), Ch. 4 [B•T, this issue]; Copper Bcstg. Co. (KOPR), Ch. 4 [B•T, Aug. 4].

145. **BURLINGTON, Vt.** (Ch. *16, 22)—**None pending.**

146. **PADUCAH, Ky.** (Ch. 6, 43)—**Pending:** Columbia Amusement Co., Ch. 6 [B•T, July 7]; WKYB Inc. (WKYB), Ch. 6 [B•T, July 7].

147. **BRISTOL, Tenn.-BRISTOL, Va.** (Ch. 5, 46)—**Pending:** (Tenn.) Radiophone Bcstg. Station WOPI Inc. (WOPI), Ch. 5 [B•T, July 14]; (Va.) Appalachian Bcstg. Co. (WCYB), Ch. 5 [B•T, June 23].

148. **RENO, Nev.** (Ch. 4, 8, *21, 27)—**Pending:** Nevada Radio - TV Inc. (KWRM), Ch. 8 [B•T, July 14].

149. **CLARKSBURG, W. Va.** (Ch. 12, 22)—**Pending:** Clarksburg Bcstg. Co. (WPDX), Ch. 12 [B•T, July 7]; Ohio Valley Bcstg. Co. (WBLK), Ch. 12 [B•T, July 14].

150. **COLUMBIA, Mo.** (Ch. 8, 16, 22)—**Pending:** KMMO Inc. (KMMO), Ch. 8 [B•T, July 14]; U. of Missouri, Marshall, Mo. Ch. 8 [B•T, July 14].

151. **CHEYENNE, Wyo.** (Ch. 3, 5)—**None pending.**

152. **BILLINGS, Mont.** (Ch. 2, 8, 11)—**None pending.**

153. **BANGOR, Me.** (Ch. 2, 5, *16)—Community Telecasting Service (WABI), Ch. 5 [B•T, July 14].

154. **GALESBURG, Ill.** (Ch. 40)—**None pending.**

155. **ALBANY, Ga.** (Ch. 10, 25)—**Pending:** Herald Pub. Co. (WALB), Ch. 10 [B•T, July 28]; Southeastern Bcstg. System, Ch. 10 [B•T, June 23]; Albany Bcstg. Co. (WGPC), Ch. 10 [B•T, Aug. 4].

156. **ANNISTON, Ala.** (Ch. 37)—**None pending.**

157. **LAKELAND, Fla.** (Ch. 16, 22)—**Pending:** WONN-TV Inc., (WONN) Ch. 16 [B•T, June 23].

158. **BURLINGTON, Iowa** (Ch. 32, 38)—**None pending.**

159. **NEW LONDON, Conn.** (Ch. 26, 81)—**Pending:** Thames Bcstg. Co. (WNLC), Ch. 26 [B•T, July 21].

160. **WAUSAU, Wis.** (Ch. 7, 16, *46)—**Pending:** Rib Mountain Radio Inc., Ch. 7 [B•T, July 7]; WSAU Inc. (WSAU), Ch. 7 [B•T, June 30].

161. **OAK RIDGE, Tenn.** (Ch. 32)—**None pending.**

162. **JACKSON, Tenn.** (Ch. 9, 16)—**Pending:** Dixie Bcstg. Co. (WDXI), Ch. 9 [B•T, June 9]; Sun Pub. Co. (WTJS), Ch. 9 [B•T, June 30].

163. **DAYTONA BEACH, Fla.** (Ch. 2)—**Pending:** Telrad Inc. (WMFJ), Ch. 2 [B•T, July 7]; News - Journal Co. (WNDB), Ch. 2 [B•T, July 21].

164. **SALINAS - MONTEREY, Calif.** (Ch. 8, 28)—**Pending:** (Salinas-Monterey) Salinas Bcstg. Corp. (KSBW), Ch. 8 [B•T, July 21]; (Monterey) The Monterey Radio - Television Co. (KMBY), Ch. 8 [B•T, July 7].

165. **MARION, Ind.** Ch. 29 — **None pending.**

166. **FOND DU LAC, Wis.** (Ch. 54)—**None pending.**

167. **GREENVILLE, Miss.** (Ch. 21, 27)—**None pending.**

168. **ROCHESTER, Minn.** (Ch. 10, 55) — Southern Minn. Bcstg. Co. (KROC), Ch. 10 [B•T, July 7].

169. **PARKERSBURG, W. Va.** (Ch. 15)—**Pending:** Polan Industries Inc., Ch. 15 [B•T, Aug. 4].

170. **ROME, Ga.** (Ch. 9, 59)—**None pending.**

171. **BELOIT, Wis.** (Ch. 57)—**None pending.**

172. **ODESSA, Tex.** (Ch. 7, 24)—**Pending:** Odessa Television Co., Ch. 7 [B•T, July 7]; Odessa Bcstg. Co. (KOSA), Ch. 7 [B•T, Aug. 4].

173. **HATTIESBURG, Miss.** (Ch. 9, 17)—**None pending.**

174. **SANDUSKY, Ohio** (Ch. 42)—**Pending:** Lake Erie Bcstg. Co. (WLEC), Ch. 42 [B•T, July 14].

175. **FAIRMONT, W. Va.** (Ch. 35)—**Pending:** Americus Corp. Ch. 35 [B•T, July 21]; Fairmont Bcstg. Co. (WVVW), Ch. 35 [B•T, July 14].

176. **HOT SPRINGS, Ark.** (Ch. 9, 52)—**None pending.**

177. **NORTHAMPTON, Mass.** (Ch. 36) **None pending.**

178. **KINGSTON, N. Y.** (Ch. 66)—**Pending:** Kingston Bcstg. Corp. (WKNY), Ch. 66 [B•T, June 30].

179. **ST. CLOUD, Minn.** (Ch. 7, 33)—**Pending:** Granite City Bcstg. Co. (WJON), Ch. 7 [B•T, July 7].

180. **ATHENS, Ga.** (Ch. *8, 60)—**None pending.**

181. **SANTA FE, N. M.** (Ch. 2, *9, 11)—**Pending:** Greer & Greer, Ch. 2 [B•T, June 30].

182. **CONCORD, N. H.** (Ch. 27)—**None pending.**

183. **MASON CITY, Iowa** (Ch. 3, 35)—**Pending:** Lee Radio Inc. (KGLO), Ch. 3 [B•T, June 30].

184. **VICKSBURG, Miss.** (Ch. 41)—**None pending.**

185. **JOHNSON CITY, Tenn.** (Ch. 11, 34)—**Pending:** WJHL Inc. (WJHL), Ch. 11 [B•T, June 23].

186. **ROCKY MOUNT, N. C.** (Ch. 50)—**None pending.**

187. **MANITOWOC, Wis.** (Ch. 65)—**None pending.**

188. **TALLAHASSE, Fla.** (Ch. *11, 24, 51)—**None pending.**

189. **IOWA CITY, Iowa** (Ch. *12, 24)—**None pending.**

190. **GAINESVILLE, Fla.** (Ch. *5, 20)—**None pending.**

191. **GRAND FORKS, N. D.** (Ch. *2, 12)—**None pending.**

192. **SHARON, Pa.** (Ch. 39)—**None pending.**

193. **KEY WEST, Fla.** (Ch. 14, 20)—**None pending.**

194. **SALINA, Kan.** (Ch. 34)—**None pending.**

195. **POCATELLO, Ida.** (Ch. 6, 10)—**None pending.**

196. **CHARLOTTESVILLE, Va.** (Ch. *45, 54)—**None pending.**

197. **KANKAKEE, Ill.** (Ch. 14)—**None pending.**

198. **PANAMA CITY, Fla.** (Ch. 7, *30, 36)—**None pending.**

199. **ROSWELL, N. M.** (Ch. *3, 8, 10)—**Pending:** John A. Barnett, Ch. 8 [B•T, July 8].

200. **TEMPLE, Tex.** (Ch. 16, 22)—**None pending.**

201. **RAPID CITY, S. D.** (Ch. 7, 15)—**None pending.**

202. **FORT DODGE, Iowa** (Ch. 21)—Northwest Television Co. (KVFD), Ch. 21 [B•T, June 30].

203. **JEFFERSON CITY, Mo.** (Ch. 13, 33)—**None pending.**

204. **LAUREL, Miss.** (Ch. 33)—**None pending.**

205. **WINONA, Minn.** (Ch. 61)—**None pending.**

206. **LA GRANGE, Ga.** (Ch. 50)—**None pending.**

POPULATION 25,000 AND UNDER

207. **JANESVILLE, Wis.** (Ch. 63)—**None pending.**

208. **TEXARKANA, Tex.** (Ch. 6, *18, 24)—**Pending:** KCMC Inc. (KCMC), Ch. 6 [B•T, Aug. 4].

209. **LAS VEGAS, Nev.** (Ch. 8, *10, 13)—**Pending:** Las Vegas Television Inc. (KLAS), Ch. 8 [B•T, July 21]; Desert Television Co. (KRAM), Ch. 13 [B•T, July 14]; Southwestern Pub. Co. (WFSA), Ch. 8 [B•T, July 28].

210. **LONGVIEW, Tex.** (Ch. 32, 38)—**Pending:** East Texas Television Co., Ch. 32 [B•T, June 30].

211. **WALLA WALLA, Wash.** (Ch. 5, 8, *22)—**None pending.**

212. **FLORENCE, Ala.** (Ch. 41)—**None pending.**

213. **FINDLAY, Ohio** (Ch. 53)—**None pending.**

214. **ASHTABULA, Ohio** (Ch. 15)—**Pending:** WICA Inc. (WICA), Ch. 15 [B•T, July 28].

215. **CASPER, Wyo.** (Ch. 2, 6)—**None pending.**

216. **NORWICH, Conn.** (Ch. 57, *63)—**None pending.**

217. **AUBURN, Me.** (Ch. 23)—**None pending.**

218. **AUSTIN, Minn.** (Ch. 6, 51)—**Pending:** Cedar Valley Bcstg. Co. (KAUS), Ch. 6 [B•T, June 23].

OPERATION

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They're shouting!

It's the great $50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest

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219. **EL DORADO, Ark.** (Ch. 10, 26) —None pending.
220. **EUREKA, Calif.** (Ch. 3, 13)—Pending: Redwood Bcstg. Co. (KIEM), Ch. 3 [B•T, July 21].
221. **WILSON, N. C.** (Ch. 56)—None pending.
222. **OLEAN, N. Y.** (Ch. 54)—None pending.
223. **SELMA, Ala.** (Ch. 58)—None pending.
224. **NATCHEZ, Miss.** (Ch. 29)—None pending.
225. **GRAND ISLAND, Neb.** (Ch. 11, 21)—None pending.
226. **GULFPORT, Miss.** (Ch. 56)—None pending.
227. **MIDDLETOWN, N. Y.** (Ch. 60)—None pending.
228. **FLORENCE, S. C.** (Ch. 8)—None pending.
229. **MISSOULA, Mont.** (Ch. *11, 13, 21)—Pending: Mosby's Inc. (KGVO) Ch. 13 [B•T, July 14].
230. **FREEPORT, Ill.** (Ch. 23)—None pending.
231. **MARSHALL, Tex.** (Ch. 16)—None pending.
232. **MINOT, N. D.** (Ch. *6, 10, 13)—None pending.
233. **SANTA CRUZ, Calif.** (Ch. 16)—None pending.
234. **PEKIN, Ill.** (Ch. 49)—None pending.
235. **RICHLAND, Wash.** (Ch. 31)—None pending.
236. **MIDLAND, Tex.** (Ch. 2, 18)—None pending.
237. **PARIS, Tex.** (Ch. 33)—None pending.
238. **DOTHAN, Ala.** (Ch. 9, 19)—None pending.
239. **CAPE GIRARDEAU, Mo.** (Ch. 12, 18) — Pending: Hirsch Bcstg. Co. (KFVS). Ch. 12 [B•T, July 28].
240. **NORTH ADAMS, Mass.** (Ch. 15) —Pending: Greylock Bcstg. Co., Ch. 15 [B•T, July 14].
241. **OXNARD, Calif.** (Ch. 32)—None pending.
242. **BLUEFIELD, W. Va.** (Ch. 41)—None pending.
243. **GOLDSBORO, N. C.** (Ch. 34)—None pending.
244. **ORANGE, Tex.** (Ch. 43)—None pending.
245. **ABERDEEN, S. D.** (Ch. 9, 17)—None pending.
246. **LOGANSPORT, Ind.** (Ch. 51)—Pending: Logansport Bcstg. Corp. (WSAL). Ch. 10 [B•T, July 7].
247. **AUGUSTA, Me.** (Ch. 10, 29)—None pending.
248. **BIDDEFORD, Me.** (Ch. 59)—None pending.
249. **UNIONTOWN, Pa.** (Ch. 14)—None pending.
250. **HANNIBAL, Mo.** (Ch. 7, 27)—Courier-Post Pub. Co. (KHMO), Ch. 7 [B•T, July 7].
251. **JACKSONVILLE, Ill.** (Ch. 29)—None pending.
252. **GREELEY, Col.** (Ch. 50)—None pending.
253. **SEDALIA, Mo.** (Ch. 6, 28)—None pending.
254. **LONGVIEW, Wash.** (Ch. 33)—None pending.
255. **STILLWATER, Okla.** (Ch. 29, *69) —None pending.
256. **HASTINGS, Neb.** (Ch. 5, 27)—Pending: Seaton Pub. Co. (KHAS), Ch. 5 [B•T, July 21].
257. **SUMTER, S. C.** (Ch. 47)—None pending.
258. **BROWNWOOD, Tex.** (Ch. 19)—None pending.
259. **PONCA CITY, Okla.** (Ch. 40)—None pending.
260. **SHERMAN, Tex.** (Ch. 46)—Pending: Sherman Television Co., Ch. 46 [B•T, July 7].
261. **CHILLICOTHE, Ohio** (Ch. 59)—None pending.
262. **SALISBURY, N. C.** (Ch. 53)—None pending.
263. **McALLEN, Tex.** (Ch. 20)—Pending: Texas State Network (KRIO), Ch. 20 [B•T, July 28].
264. **VALDOSTA, Ga.** (Ch. 37)—None pending.

POPULATION 20,000 AND UNDER

265. **BOULDER, Col.** (Ch. *12, 22)—None pending.
266. **DECATUR, Ala.** (Ch. 23)—None pending.
267. **STAUNTON, Va.** (Ch. 36)—None pending.
268. **MARSHALLTOWN, Iowa** (Ch. 49)—None pending.
269. **ANDERSON, S. C.** (Ch. 59)—Pending: Wilton E. Hall (WAIM), Ch. 58 [B•T, June 23].
270. **ABERDEEN, Wash.** (Ch. 58)—None pending.
271. **GLENS FALLS, N. Y.** (Ch. 39) —None pending.
272. **OIL CITY, Pa.** (Ch. 64)—None pending.
273. **KINGSPORT, Tenn.** (Ch. 28)—Pending: Kingsport Bcstg. Co. (WKPT). Ch. 28 [B•T, July 14].
274. **BECKLEY, W. Va.** (Ch. 6, 21)—Pending: Joe L. Smith Jr. Inc. (WJLS), Ch. 6 [B•T, July 7].

TV's Impact Verified

POWERS of television have been greatly underestimated. This may well be the sentiment of Gov. Herman Talmadge of Georgia. While moving his TV set last Sunday night to watch *Meet the Press*, Gov. Talmadge took "an awkward step" and the set lurched against his arm breaking a bone midway between the wrist and elbow. He had been scheduled to appear on *Meet the Press* but cancelled the engagement because of voice strain.

275. **PITTSBURG, Kan.** (Ch. 7, 38)—Pending: Pittsburg Bcstg. Co. (KOAM), Ch. 7 [B•T, July 7].
276. **BARTLESVILLE, Okla.** (Ch. 62) —None pending.
277. **IDAHO FALLS, Ida.** (Ch. 3, 8) —Pending: Idaho Radio Corp. (KID), Ch. 3 [B•T, July 21].
278. **CORSICANA, Tex.** (Ch. 47)—None pending.
279. **MANHATTAN, Kan.** (Ch. *8, 23)—Grant: Kansas State College of Agriculture and Applied Science, (KSAC), Ch. *8 [B•T, Aug. 4, July 28].
280. **TIFFIN, Ohio** (Ch. 47)—None pending.
281. **WAYCROSS, Ga.** (Ch. 16)—Pending: Teletronics Inc. (WACL), Ch. 16 [B•T, July 28].
282. **SARASOTA, Fla.** (Ch. 34)—None pending.
283. **VINCENNES, Ind.** (Ch. 44)—None pending.
284. **PORTSMOUTH, N. H.** (Ch. 19) —None pending.
285. **MANKATO, Minn.** (Ch. 15)—None pending.
286. **BENTON HARBOR, Mich.** (Ch. 42) — Pending: Palladium Pub. Co. (WHFB), Ch. 42 [B•T, July 14].
287. **BISMARCK, N. D.** (Ch. 5, 12, 18, *24)—None pending.
288. **BOWLING GREEN, Ky.** (Ch. 13, 17)—None pending.
289. **KINSTON, N. C.** (Ch. 45)—None pending.
290. **WATERVILLE, Me.** (Ch. 35)—None pending.
291. **BRYAN, Tex.** (Ch. 54)—None pending.
292. **GREENWOOD, Miss.** (Ch. 24)—None pending.
293. **BORGER, Tex.** (Ch. 33)—None pending.
294. **CARLSBAD, N. M.** (Ch. 6, 23)—None pending.
295. **BRUNSWICK, Ga.** (Ch. 28, 34) —None pending.
296. **SAULT STE. MARIE, Mich.** (Ch. 8, 10, 28, *34)—None pending.
297. **SANTA ROSA, Calif.** (Ch. 50)—None pending.
298. **ARDMORE, Okla.** (Ch. 55)—None pending.
299. **McALESTER, Okla.** (Ch. 47)—Pending: McAlester Bcstg. Co. (KTMC), Ch. 47 [B•T, June 30].
300. **BOGALUSA, La.** (Ch. 39)—Pending: Enterprise Pub. Co. (WIKC), Ch. 39 [B•T, July 14]; Miss-Lou Inc., Ch. 39 [B•T, Aug. 4].
301. **PLATTSBURG, N. Y.** (Ch. 28)—Pending: Great Northern Television Inc. (WIRY), Ch. 28 [B•T, July 21]; Plattsburg Bcstg. Corp. (WEAV), Ch. 28 [B•T, July 7].
302. **RUTLAND, Vt.** (Ch. 49)—None pending.
303. **TWIN FALLS, Ida.** (Ch. 11, 13)—None pending.
304. **HELENA, Mont.** (Ch. 10, 12)—None pending.
305. **MATTOON, Ill.** (Ch. 46)—None pending.
306. **DENISON, Tex.** (Ch. 52)—None pending.
307. **MODESTO, Calif.** (Ch. 14)—None pending.
308. **BRADFORD, Pa.** (Ch. 48)—None pending.
309. **CLOVIS, N. M.** (Ch. 12, 35)—Pending: Telepolitan Bcstg. Co., Ch. 12 [B•T, July 21]. Ch. 6 [B•T, June 30]; Southern West Virginia Television Inc., Ch. 6 [B•T, July 7].
310. **MEDFORD, Ore.** (Ch. 4, 5)—None pending.
311. **BIG SPRING, Tex.** (Ch. 4)—None pending.
312. **MARTINSVILLE, Va.** (Ch. 35)—None pending.
313. **CHAMBERSBURG, Pa.** (Ch. 46) —Pending: Chambersburg Bcstg. Co. (WCHA), Ch. 46 [B•T, June 9].
314. **MARQUETTE, Mich.** (Ch. 5, 17) —None pending.
315. **COLUMBUS, Miss.** (Ch. 28)—None pending.
316. **COFFEYVILLE, Kan.** (Ch. 33)—None pending.
317. **FAYETTEVILLE, Ark.** (Ch. *13, 41)—None pending.
318. **TRAVERSE CITY, Mich.** (Ch. 7, 20, *26)—None pending.
319. **KINGSVILLE, Tex.** (Ch. 40)—None pending.
320. **LOGAN, Utah** (Ch. 12, 30, *46)—None pending.
321. **GREENVILLE, N. C.** (Ch. 9)—Pending: Carolina Bcstg. System (WGTC). Ch. 9 [B•T, May 19].
322. **BERLIN, N. H.** (Ch. 26)—None pending.
323. **PAMPA, Tex.** (Ch. 17)—None pending.
324. **STEVENS POINT, Wis.** (Ch. 20, 26)—None pending.
325. **CLARKSDALE, Miss.** (Ch. 6, 32) —None pending.
326. **SAN BUENAVENTURA, Calif.** (Ch. 38)—None pending.
327. **STREATOR, Ill.** (Ch. 65)—None pending.
328. **NEW IBERIA, La.** (Ch. 15)—None pending.
329. **ALICE, Tex.** (Ch. 34)—None pending.
330. **HUNTSVILLE, Ala.** (Ch. 31)—None pending.
331. **JONESBORO, Ark.** (Ch. 8, 39)—None pending.
332. **HIBBING, Minn.** (Ch. 10)—None pending.
333. **CLARKSVILLE, Tenn.** (Ch. 53)—None pending.
334. **BLYTHEVILLE, Ark.** (Ch. 64, 74)—None pending.
335. **CORVALIS, Ore.** (Ch. *7, 49)—None pending.
336. **NAMPA, Ida.** (Ch. 6, 12)—Pending: Frank E. Hurt & Son Inc. (KFXD), Ch. 6 [B•T, July 7].
337. **OGDENSBURG, N. Y.** (Ch. 24)—None pending.
338 **KEOKUK, Iowa** (Ch. 44)—None pending.
339. **VICTORIA, Tex.** (Ch. 19)—Pending: KNAL Television Co. (KNAL), Ch. 19 [B•T, July 7].
340. **FARIBAULT, Minn.** (Ch. 20)—None pending.
341. **ADA, Okla.** (Ch. 50)—None pending.
342. **DALTON, Ga.** (Ch. 25)—None pending.
343. **KLAMATH FALLS, Ore.** (Ch. 2)—Pending: KFJI Bcstrs. (KFJI), Ch. 2 [B•T, July 14].
344. **CHICKASHA, Okla.** (Ch. 64)—None pending. See KWCO application for Ch. 25 at Oklahoma City.
345. **OLYMPIA, Wash.** (Ch. 60)—None pending.
346. **NEW BERN, N. C.** (Ch. 13)—None pending.
347. **EMPORIA, Kan.** (Ch. 39)—None pending.
348. **KEENE, N. H.** (Ch. 45)—Pending: WKNE Corp. (WKNE), Ch 45 [B•T, June 30]
349. **MARTINSBURG, W. Va.** (Ch. 58)—None pending.
350. **MT. VERNON, Ill.** (Ch. 38)—None pending.
351. **LARAMIE, Wyo.** (Ch. *8, 18)—None pending.
352. **CLEARWATER, Fla.** (Ch. 32)—Pending: Pioneer Gulf Television Bcstrs., Ch. 32 [B•T, July 7].
353. **SUNBURY, Pa.** (Ch. 65)—Pending: Sunbury Bcstg. Corp. (WKOK), Ch. 65 [B•T, July 14].
354. **CONNERSVILLE, Ind.** (Ch. 38)—None pending.
355. **NORTH PLATTE, Neb.** (Ch. 2, 4)—None pending.
356. **DUNCAN, Okla.** (Ch. 39)—None pending.
357. **ORANGEBURG, S. C.** (Ch. 44)—None pending.
358. **MERCED, Calif.** (Ch. 34)—None pending.
359. **ESCANABA, Mich.** (Ch. 3)—None pending.
360. **SALISBURY, Md.** (Ch. 16)—Pending: Peninsula Bcstg. Co. (WBOC), Ch. 16 [B•T, June 30, 16, 9].
361. **LUFKIN, Tex.** (Ch. 9, 46)—Pending: Forest Capital Bcstg. Co. (KTRE), Ch. 9 [B•T, June 2]; Lufkin Amusement Co., Ch. 4 (see Beaumont, Tex., Group A-2, No. 9).
362. **GREENFIELD, Mass.** (Ch. 42)—None pending.
353. **POPLAR BLUFF, Mo.** (Ch. 15)—None pending.

(Continued on page 78)

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Current Status of City Priority List

(Continued from page 77)

364. **HORNELL, N. Y.** (Ch. 50)—None pending.

POPULATION 15,000 AND UNDER

365. **FORT MADISON, Iowa** (Ch. 50)—None pending.

366. **FORT COLLINS, Col.** (Ch. 44)—None pending.

367. **PARSONS, Kan.** (Ch. 46)—None pending.

368. **LACONIA, N. H.** (Ch. 43)—None pending.

369. **CAMBRIDGE, Ohio** (Ch. 26)—None pending.

370. **GREENVILLE, Tex.** (Ch. 62)—None pending.

371. **GRAND JUNCTION, Col.** (Ch. 5, 21)—None pending.

372. **MIDDLESBOROUGH, Ky.** (Ch. 57, 63)—None pending.

373. **THOMASVILLE, Ga.** (Ch. 6, 27)—Pending: E. D. Rivers Sr., Ch. 6 [B•T, July 14].

374. **LINCOLN, Ill.** (Ch. 53)—None pending.

375. **MIDLAND, Mich.** (Ch. 19)—None pending.

376. **DEL RIO, Tex.** (Ch. 16)—None pending.

377. **SAN LUIS OBISPO, Calif.** (Ch. 6)—None pending.

378. **MARINETTE, Wis.** (Ch. 11, 32, *38)—Pending: M and M Bcstg. Co. (WMAM), Ch. 11 [B•T, July 7].

379. **PLAINVIEW, Tex.** (Ch. 29)—None pending.

380. **LEWISTOWN, Pa.** (Ch. 38)—None pending.

381. **HOBBS, N. M.** (Ch. 46)—None pending.

382. **CENTRALIA, Ill.** (Ch. 32, 59)—None pending.

383. **WINCHESTER, Va.** (Ch. 28)—None pending.

384. **GREENWOOD, S. C.** (Ch. 21)—Pending: Grenco Inc. (WCRS), Ch. 21 [B•T, July 28].

385. **SEYMOUR, Tex.** (Ch. 24)—None pending.

386. **ROCHESTER, N. H.** (Ch. 51)—None pending.

387. **LAS VEGAS, N. M.** (Ch. 14)—None pending.

388. **SWEETWATER, Tex.** (Ch. 12)—None pending.

389. **BRADENTON, Fla.** (Ch. 28)—None pending.

390. **ONEONTA, N. Y.** (Ch. 62)—None pending.

391. **ALBERT LEA, Minn.** (Ch. 57)—None pending.

392. **FORT PIERCE, Fla.** (Ch. 19)—None pending.

393. **WISCONSIN RAPIDS, Wis.** (Ch. 14)—None pending.

394. **JUNCTION CITY, Kan.** (Ch. 29)—None pending.

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395. **SAN BENITO, Tex.** (Ch. 48)—None pending.

396. **FORT MYERS, Fla.** (Ch. 11)—Pending: Fort Myers Bcstg. Co. (WINK), Ch. 11 [B•T, June 9].

397. **MASSENA, N. Y.** (Ch. 14)—None pending.

398. **ALPENA, Mich.** (Ch. 9, 30)—None pending.

399. **MOBERLY, Mo.** (Ch. 35)—None pending.

400. **WENATCHEE, Wash.** (Ch. *45, 55)—None pending.

401. **MORRISTOWN, Tenn.** (Ch. 54)—None pending.

402. **LEWISTON, Ida.** (Ch. 3)—None pending.

403. **FERGUS FALLS, Minn.** (Ch. 16)—None pending.

404. **ARKANSAS CITY, Kan.** (Ch. 49)—None pending.

405. **SCOTTSBLUFF, Neb.** (Ch. 10, 16)—None pending.

406. **CLAREMONT, N. H.** (Ch. 37)—None pending.

407. **ATCHISON, Kan.** (Ch. 60)—None pending.

408. **HURON, S. D.** (Ch. 12, 15)—None pending.

409. **CROWLEY, La.** (Ch. 21)—None pending.

410. **BASTROP, La.** (Ch. 53)—None pending.

411 **WATERTOWN, S. D.** (Ch. 3, 35)—None pending.

412. **GREAT BEND, Kan.** (Ch. 2, 28)—None pending.

413. **VERNON, Tex.** (Ch. 18)—None pending.

414. **BRAINERD, Minn.** (Ch. 12)—None pending.

415. **CLEVELAND, Tenn.** (Ch. 38)—None pending.

416. **EL CENTRO, Calif.** (Ch. 16)—None pending.

417. **HOPKINSVILLE, Ky.** (Ch. 20)—None pending.

418. **VIRGINIA, Minn.** (Ch. 26)—None pending.

419. **TULARE, Calif.** (Ch. 27)—Pending: Sheldon Anderson (KCOK), Ch. 27 [B•T, July 14].

420. **EDINBURG, Tex.** (Ch. 26)—None pending.

421. **WAYNESBORO, Va.** (Ch. 42)—None pending.

422. **ASTORIA, Ore.** (Ch. 30)—None pending.

423. **NACOGDOCHES, Tex.** (Ch. 40)—None pending.

424. **LAS CRUCES, N. M.** (Ch. 22)—None pending.

425. **OPELIKA, Ala.** (Ch. 22)—None pending.

426. **CHICO, Calif.** (Ch. 12)—Pending: Golden Empire Co. (KHSL), Ch. 12 [B•T, July 14].

427. **TRINIDAD, Col.** (Ch. 21)—None pending.

428. **COEUR d'ALENE, Ida.** (Ch. 12)—None pending.

429. **FREDERICKSBURG, Va.** (Ch. 47)—None pending.

430. **MITCHELL, S. D.** (Ch. 5, 20)—None pending.

431. **CAIRO, Ill.** (Ch. 24)—None pending.

432. **KEARNEY, Neb.** (Ch. 13, 19)—None pending.

433. **LA SALLE, Ill.** (Ch. 35)—None pending.

434. **PULLMAN, Wash.** (Ch. *10, 24)—None pending.

435. **SNYDER, Tex.** (Ch. 30)—None pending.

436. **GAINESVILLE, Ga.** (Ch. 52)—None pending.

437. **SANFORD, Fla.** (Ch. 35)—None pending.

438. **BRAWLEY, Calif.** (Ch. 25)—None pending.

439. **FRANKFORT, Ky.** (Ch. 43)—None pending.

440. **BEAVER DAM, Wis.** (Ch. 37)—None pending.

441 **SEMINOLE, Okla.** (Ch. 59)—None pending.

442. **BEATRICE, Neb.** (Ch. 40)—None pending.

443. **MIAMI, Okla.** (Ch. 58)—None pending.

444. **ALBEMARLE, N. C.** (Ch. 20)—None pending.

445. **PENDLETON, Ore.** (Ch. 28)—None pending.

446. **VISALIA, Calif.** (Ch. 43, 49)—None pending.

447. **OCALA, Fla.** (Ch. 15)—None pending.

448. **DEKALB, Ill.** (Ch. *67)—None pending.

449. **COSHOCTON, Ohio** (Ch. 20)—None pending.

450. **ATHENS, Ohio** (Ch. 62)—None pending.

451. **OPELOUSA, La.** (Ch. 58)—None pending.

452. **SIKESTON, Mo.** (Ch. 37)—None pending.

453. **MOULTRIE, Ga.** (Ch. 48)—None pending.

454. **MEXICO, Mo.** (Ch. 45)—None pending.

455. **NEWTON, Kan.** (Ch. 14)—None pending.

456. **WATSONVILLE, Calif.** (Ch. 22)—None pending.

457. **TUPELO, Miss.** (Ch. 38)—None pending.

458. **DIXON, Ill.** (Ch. 47)—None pending.

459. **HOUMA, La.** (Ch. 30)—None pending.

460. **SHERIDAN, Wyo.** (Ch. 9, 12)—None pending.

461. **DUBOIS, Pa.** (Ch. 31)—None pending.

462. **IRONWOOD, Mich.** (Ch. 31)—None pending.

463. **BEND, Ore.** (Ch. 15)—None pending.

464. **MT. PLEASANT, Mich.** (Ch. 47)—None pending.

465. **AMERICUS, Ga.** (Ch. 31)—None pending.

466. **LOCK HAVEN, Pa.** (Ch. 32)—Pending: Lock Haven Bcstg. Co. (WBPZ), Ch. 32 [B•T, July 7]; Susquehanna Valley Television Corp., Ch. 32 [B•T, Aug. 4].

467. **CAMDEN, Ark.** (Ch. 50)—None pending.

468. **NORFOLK, Neb.** (Ch. 33)—None pending.

469. **INDEPENDENCE, Kan.** (Ch. 20)—None pending.

470. **BOZEMAN, Mont.** (Ch. *9, 22)—None pending.

471. **DEFIANCE, Ohio** (Ch. 43)—None pending.

472. **DODGE CITY, Kan.** (Ch. 6, 23)—None pending.

473. **ANACONDA, Mont.** (Ch. 2)—None pending.

474. **GAINESVILLE, Tex.** (Ch. 49)—Pending: Gainesville Bcstg. Co. (KGAF), Ch. 49 [B•T, this issue].

475. **HELENA, Ark.** (Ch. 54)—None pending.

476. **PORT ANGELUS, Wash.** (Ch. 16)—None pending.

477. **CARTHAGE, Mo.** (Ch. 56)—None pending.

478. **MADISONVILLE, Ky.** (Ch. 26)—None pending.

479. **OSKALOOSA, Iowa** (Ch. 52)—None pending.

480. **HOQUIAM, Wash.** (Ch. 52)—None pending.

481. **KIRKSVILLE, Mo.** (Ch. 3, 18)—None pending.

482. **SANTA PAULA, Calif.** (Ch. 16)—None pending.

483. **EL DORADO, Kan.** (Ch. 55)—None pending.

484. **HARRISBURG, Ill.** (Ch. 22)—Pending: Turner-Farrar Assn., Ch. 22 [B•T, June 30].

485. **HENDERSON, N. C.** (Ch. 52)—None pending.

486. **WASHINGTON, Ind.** (Ch. 60)—None pending.

487. **CARBONDALE, Ill.** (Ch. 34, *61) None pending.

488. **COLUMBIA, Tenn.** (Ch. 39)—None pending.

489. **GARDEN CITY, Kan.** (Ch. 9, 11)—None pending.

490. **DYERSBURG, Tenn.** (Ch. 46)—None pending.

491. **ROCK SPRINGS, Wyo.** (Ch. 13)—None pending.

492. **HARRISONBURG, Va.** (Ch. 3, 34)—Pending: Shenandoah Valley Bcstg. Corp. (WSVA), Ch. 3 [B•T, June 30].

493. **SPRINGFIELD, Ore.** (Ch. 37)—

494. **PASCAGOULA, Miss.** (Ch. 22)—None pending.

495. **SHEFFIELD, Ala.** (Ch. 47)—None pending.

496. **MISSION, Tex.** (Ch. 14)—None pending.

497. **ELIZABETHTON, Tenn.** (Ch. 40)—None pending.

498. **LAMESA, Tex.** (Ch. 28)—None pending.

499. **JAMESTOWN, N. D.** (Ch. 7, 42)—None pending.

500. **RED WING, Minn.** (Ch. 63)—None pending.

501. **BATH, Me.** (Ch. 65)—None pending.

502. **ASHLAND, Wis.** (Ch. 15)—None pending.

503. **McCOMB, Ill.** (Ch. 61)—None pending.

504. **DURANT, Okla.** (Ch. 27)—None pending.

505. **MADERA, Calif.** (Ch. 30)—None pending.

506. **CALDWELL, Ida.** (Ch. 2)—None pending.

507. **BARNSTABLE, Mass.** (Ch. 52)—None pending.

508. **MARION, Ill.** (Ch. 40)—None pending.

509. **SANTA MARIA, Calif.** (Ch. 44)—None pending.

510. **CADILLAC, Mich.** (Ch. 13, 45)—None pending.

511. **McCOMB, Miss.** (Ch. 31)—None pending.

512. **RUSTON, La.** (Ch. 20)—None pending.

513. **CAMBRIDGE, Md.** (Ch. 22)—None pending.

514. **FORT SCOTT, Kan.** (Ch. 27)—None pending.

515. **CHARLES CITY, Iowa** (Ch. 18)—None pending.

516. **RICHMOND, Ky.** (Ch. 60)—None pending.

517. **WINFIELD, Kan.** (Ch. 43)—None pending.

518. **REDDING, Calif.** (Ch. 7)—None pending.

519. **DUBLIN, Ga.** (Ch. 15)—None pending.

520. **BELLEFONTAINE, Ohio** (Ch. 63)—None pending.

521. **PASCO, Wash.** (Ch. 19)—None pending.

522. **OWATONNA, Minn.** (Ch. 45)—None pending.

523. **ALBANY, Ore.** (Ch. 55)—None pending.

524. **CHANUTE, Kan.** (Ch. 50)—None pending.

525. **KENNEWICK, Wash.** (Ch. 25, *41)—None pending.

526. **OTTAWA, Kan.** (Ch. 21)—None pending.

527. **MERCEDES, Tex.** (Ch. 32)—None pending.

528. **FULTON, Mo.** (Ch. 24)—None pending.

529. **HANFORD, Calif.** (Ch. 21)—None pending.

530. **SANFORD, N. C.** (Ch. 38)—None pending.

531. **BEMIDJI, Minn.** (Ch. 24)—None pending.

POPULATION 10,000 AND UNDER

532. **SAN MARCOS, Tex.** (Ch. 53)—None pending.

533. **PRESQUE ISLE, Me.** (Ch. 8, 19)—None pending.

534. **LOS ALAMOS, N. M.** (Ch. 20)—None pending.

535. **NATCHITOCHES, La.** (Ch. 17)—None pending.

536. **HUNTSVILLE, Tex.** (Ch. 15)—None pending.

537. **MINDEN, La.** (Ch. 30)—None pending.

538. **CORINTH, Miss.** (Ch. 29)—None pending.

539. **MORGAN CITY, La.** (Ch. 36)—None pending.

540. **YAZOO CITY, Miss.** (Ch. 49)—None pending.

541. **KALISPELL, Mont.** (Ch. 8)—None pending.

542. **ALTUS, Okla.** (Ch. 36)—None pending.

543. **UNION, S. C.** (Ch. 65)—None pending.

544. **WASHINGTON, N. C.** (Ch. 7)—None pending.

545. **IRON MOUNTAIN, Mich.** (Ch. 9, 27)—None pending.

546. **PARAGOULD, Ark.** (Ch. 44)—None pending.

547. **JENNINGS, La.** (Ch. 48)—None pending.

548. **KILGORE, Tex.** (Ch. 59)—None pending.

549. **BRATTLEBORO, Vt.** (Ch. 58)—None pending.

CHNS

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550. **LUDINGTON, Mich.** (Ch. 18)—None pending.
551. **MALONE, N. Y.** (Ch. 20, *66)—None pending.
552. **BAKER, Ore.** (Ch. 37)—None pending.
553. **CEDARTOWN, Ga.** (Ch. 53)—None pending.
554. **CORDELE, Ga.** (Ch. 43)—None pending.
555. **SHELBYVILLE, Tenn.** (Ch. 62)—None pending.
556. **DOUGLAS, Ariz.** (Ch. 3)—None pending.
557. **BAY CITY, Tex.** (Ch. 33)—None pending.
558. **WILLMAR, Minn.** (Ch. 31)—None pending.
559. **ROLLA, Mo.** (Ch. 31)—None pending.
560. **NEW ULM, Minn.** (Ch. 43)—None pending.
561. **BEEVILLE, Tex.** (Ch. 38)—None pending.
562. **ABBEVILLE, La.** (Ch. 42)—None pending.
563. **MILES CITY, Mont.** (Ch. 3, *6, 10)—None pending.
564. **ROCKLAND, Me.** (Ch. 25)—None pending.
565. **WINCHESTER, Ky.** (Ch. 37)—None pending.
566. **PULASKI, Va.** (Ch. 37)—None pending.
567. **BLACKWELL, Okla.** (Ch. 51)—None pending.
568. **LUMBERTON, N. C.** (Ch. 21)—None pending.
569. **PALATKA, Fla.** (Ch. 17)—None pending.
570. **ANDALUSIA, Ala.** (Ch. 29)—None pending.
571. **YUMA, Ariz.** (Ch. 11, 13)—None pending.
572. **RAYMONDVILLE, Tex.** (Ch. 42)—None pending.
573. **GALLUP, N. M.** (Ch. 3, *8, 10)—None pending.
574. **ELKINS, W. Va.** (Ch. 40)—None pending.
575. **TAYLOR, Tex.** (Ch. 58)—None pending.

POPULATION UNDER 9,000

576. **SULPHUR SPRINGS, Tex.** (Ch. 41)—None pending.
577. **MAYFIELD, Ky.** (Ch. 49)—None pending.
578. **WESTON, W. Va.** (Ch. 32)—None pending.
579. **COLUMBUS, Neb.** (Ch. 49)—None pending.
580. **MARSHALL, Mo.** (Ch. 40)—None pending.
581. **MILLEDGEVILLE, Ga.** (Ch. 51)—None pending.
582. **PARIS, Tenn.** (Ch. 51)—None pending.
583. **RHINELANDER, Wis.** (Ch. 22)—None pending.
584. **DELANO, Calif.** (Ch. 33)—None pending.
585. **CHILLICOTHE, Mo.** (Ch. 14)—None pending.
586. **McPHERSON, Kan.** (Ch. 26)—None pending.
587. **DANVILLE, Ky.** (Ch. 35)—None pending.
588. **KENNETT, Mo.** (Ch. 21)—None pending.
589. **UVALDE, Tex.** (Ch. 20)—None pending.
590. **LAURENS, S. C.** (Ch. 45)—None pending.
591. **CENTRALIA, Wash.** (Ch. 17)—None pending.
592. **DeLAND, Fla.** (Ch. 44)—None pending.
593. **MANISTEE, Mich.** (Ch. 15)—None pending.
594. **LaGRANDE, Ore.** (Ch. 13)—None pending.
595. **MAYSVILLE, Ky.** (Ch. 24)—Pending: Standard Tobacco Co. (WFTM), Ch. 24 [B•T, June 23].
596. **HAYS, Kan.** (Ch. 7, 20)—None pending.
597. **WILLIAMSON, W. Va.** (Ch. 17)—None pending.
598. **ATHENS, Tenn.** (Ch. 14)—None pending.
599. **CARUTHERSVILLE, Mo.** (Ch. 27)—None pending.
600. **OLNEY, Ill.** (Ch. 16)—None pending.
601. **CONWAY, Ark.** (Ch. 49)—None pending.
602. **JACKSONVILLE, Tex.** (Ch. 36)—None pending.
603. **HOPE, Ark.** (Ch. 15)—None pending.
604. **MONTPELIER, Vt.** (Ch. 3, 40)—None pending.
605. **COLDWATER, Mich.** (Ch. 24)—Pending: Twin Valley Bestrs. Inc. (WTVB), Ch. 24 [B•T, July 7].
606. **TROY, Ala.** (Ch. 38)—None pending.
607. **ST. ALBENS, Vt.** (Ch. 34)—None pending.
608. **ELLENSBURG, Wash.** (Ch. 49, *65)—None pending.
609. **TUCUMCARI, N. M.** (Ch. 25)—None pending.
610. **ROSEBURG, Ore.** (Ch. 28)—None pending.
611. **HILLSBORO, Tex.** (Ch. 63)—None pending.
612. **ALMA, Mich.** (Ch. 41)—None pending.
613. **CRESTON, Iowa** (Ch. 43)—None pending.
614. **LEVELLAND, Tex.** (Ch. 38)—None pending.
615. **ARTESIA, N. M.** (Ch. 21)—None pending.
616. **RATON, N. M.** (Ch. 46, *52)—None pending.
617. **FAIRMONT, Minn.** (Ch. 40)—None pending.
618. **EUNICE, La.** (Ch. 64)—None pending.
619. **RUSSELLVILLE, Ark.** (Ch. 19)—None pending.
620. **ROANOKE RAPIDS, N. C.** (Ch. 30)—None pending.
621. **FITZGERALD, Ga.** (Ch. 23)—None pending.
622. **GRANTS PASS, Ore.** (Ch. 30)—None pending.
623. **FRONT ROYAL, Va.** (Ch. 39)—None pending.
624. **PORTALES, N. M.** (Ch. 22)—None pending.
625. **LONGMONT, Col.** (Ch. 32)—None pending.
626. **HAVRE, Mont.** (Ch. 9, 11)—None pending.
627. **MALVERN, Ark.** (Ch. 46)—None pending.
628. **PECOS, Tex.** (Ch. 16)—None pending.
629. **HAMMOND, La.** (Ch. 51)—None pending.
630. **NEVADA, Mo.** (Ch. 18)—None pending.
631. **BENNINGTON, Vt.** (Ch. 33)—None pending.

POPULATION UNDER 8,000

632. **ELK CITY, Okla.** (Ch. 12, 15)—None pending.
633. **COLLEGE STATION, Tex.** (Ch. *3, 48)—None pending.
634. **WORTHINGTON, Minn.** (Ch. 32)—None pending.
635. **ALLIANCE, Neb.** (Ch. 13, 21)—None pending.
636. **RUMFORD, Me.** (Ch. 55)—None pending.

NBC-TV Films Showing

FILM prints of seven NBC-TV programs will be shown at the International Cinema Art Exhibition in Venice, Italy, scheduled Aug. 20 through Sept. 6. Programs are: a Toscanini concert, *Your Show of Shows, Zoo Parade, Amahl and the Night Visitors, Dangerous Assignment* and *Convention Highlights* from both Republican and Democratic sessions.

637. **YUBA CITY, Calif.** (Ch. 52)—Pending: John Stevenson, Ch. 52 [B•T, July 7].
638. **OELWEIN, Iowa** (Ch. 28)—None pending.
639. **BROOKHAVEN, Miss.** (Ch. 37)—None pending.
640. **MINERAL WELLS, Tex.** (Ch. 38)—None pending.
641. **BROOKINGS, S. D.** (Ch. *8, 25)—None pending.
642. **CARROLLTON, Ga.** (Ch. 33)—None pending.
643. **WELLINGTON, Kan.** (Ch. 24)—None pending.
644. **CORBIN, Ky.** (Ch. 16)—None pending.
645. **MARYVILLE, Tenn.** (Ch. 51)—None pending.
646. **ASHLAND, Ore.** (Ch. 14)—None pending.
647. **THIBODAUX, La.** (Ch. 24)—None pending.
648. **LaJUNTA, Col.** (Ch. 24)—None pending.
649. **YANKTON, S. D.** (Ch. 17)—None pending.
650. **CHEROKEE, Iowa** (Ch. 14)—None pending.
651. **CLOQUET, Minn.** (Ch. 44)—None pending.
652. **LIVINGSTON, Mont.** (Ch. 16)—None pending.
653. **McCOOK, Neb.** (Ch. 8, 17)—None pending.
654. **THE DALLES, Ore.** (Ch. 32)—None pending.
655. **UNION CITY, Tenn.** (Ch. 55)—None pending.
656. **FLAGSTAFF, Ariz.** (Ch. 9, 13)—None pending.
657. **KNOXVILLE, Iowa** (Ch. 33)—None pending.
658. **CENTERVILLE, Iowa** (Ch. 31)—None pending.
659. **CHILDRESS, Tex.** (Ch. 40)—None pending.
660. **FORREST CITY, Ark.** (Ch. 22)—None pending.
661. **McMINNVILLE, Tenn.** (Ch. 46)—None pending.
662. **LAKE CITY, Fla.** (Ch. 33)—None pending.
663. **BAINBRIDGE, Ga.** (Ch. 35)—None pending.
664. **TULLAHOMA, Tenn.** (Ch. 65)—None pending.
665. **CLINTON, Okla.** (Ch. 32)—None pending.
666. **NEWBERRY, S. C.** (Ch. 37)—None pending.
667. **STERLING, Col.** (Ch. 25)—None pending.
668. **PRATT, Kan.** (Ch. 36)—None pending.
669. **CULLMAN, Ala.** (Ch. 60)—None pending.
670. **CUERO, Tex.** (Ch. 25)—None pending.
671. **DICKINSON, N. D.** (Ch. 2, 4, *17)—None pending.
672. **DURANGO, Col.** (Ch. 6, 15)—None pending.
673. **SPENCER, Iowa** (Ch. 42)—None pending.
674. **DOUGLAS, Ga.** (Ch. 32)—Pending: WDMG Inc. (WDMG), Ch. 32 [B•T, July 28].
675. **HUMBOLDT, Tenn.** (Ch. 25)—None pending
676. **RAWLINS, Wyo.** (Ch. 11)—None pending.
677. **LEESBURG, Fla.** (Ch. 26)—None pending.
678. **GRENADA, Miss.** (Ch. 15)—None pending
679. **WILLISTON, N. D.** (Ch. 8, 11, *34)—None pending.
680. **ST. JOHNSBURY, Vt.** (Ch. 30)—None pending.
681. **CROOKSTON, Minn.** (Ch. 21)—None pending
682. **KELSO, Wash.** (Ch. 39)—None pending.
683. **PORTAGE, Wis.** (Ch. 17)—None pending.
684. **FAIRFIELD, Iowa** (Ch. 54)—None pending.
685. **CONROE, Tex.** (Ch. 20)—None pending.
686. **ENTERPRISE, Ala.** (Ch. 40)—None pending.
687. **STUTTGART, Ark.** (Ch. 14)—None pending.
688. **EAGLE PASS, Tex.** (Ch. 26)—None pending.
689. **BELLE GLADE, Fla.** (Ch. 25)—None pending.
690. **CRYSTAL CITY, Tex.** (Ch. 28)—None pending.
691. **MT. AIRY, N. C.** (Ch. 55)—None pending.
692. **CONCORDIA, Kan.** (Ch. 47)—None pending.
693. **LANCASTER, S. C.** (Ch. 31)—None pending.
694. **STEPHENVILLE, Tex.** (Ch. 32)—None pending.
695. **LAURINBURG, N. C.** (Ch. 41)—None pending.
696. **LIBERAL, Kan.** (Ch. 14)—None pending.
697. **STARKVILLE, Miss.** (Ch. 34)—None pending.
698. **SOMERSET, Ky.** (Ch. 22)—None pending.
699. **IOLA, Kan.** (Ch. 44)—None pending.
700. **AIKEN, S. C.** (Ch. 54)—None pending.
701. **STURGEON BAY, Wis.** (Ch. 44)—None pending.
702. **BONHAM, Tex.** (Ch. 43)—None pending.
703. **CANTON, Miss.** (Ch. 16)—None pending.
704. **GLASGOW, Ky.** (Ch. 28)—None pending.
705. **SILVER CITY, N. M.** (Ch. *10, 12)—None pending.

POPULATION UNDER 7,000

706. **CAMDEN, S. C.** (Ch. 14)—None pending.
707. **HAZARD, Ky.** (Ch. 19)—None pending.
708. **MARION, Va.** (Ch. 50)—None pending.
709. **STORM LAKE, Iowa** (Ch. 34)—None pending.
710. **BRENHAM, Tex.** (Ch. 52)—None pending.
711. **SHENANDOAH, Iowa** (Ch. 20)—None pending.
712. **THIEF RIVER FALLS, Minn.** (Ch. 15)—None pending.
713. **COOKEVILLE, Tenn.** (Ch. 24)—None pending.
714. **ANACORTES, Wash.** (Ch. 34)—None pending.

(Continued on page 80)

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TV WNHC FM

WNHC RADIO NBC

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KFRM for Rural Kansas

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Current Status of City Priority List

(Continued from page 79)

715. MAGNOLIA, Ark. (Ch. 28) — None pending.
716. SARANAC LAKE, N. Y. (Ch. 18) —None pending.
717. KERMIT, Tex. (Ch. 14)—None pending.
718. EUFAULA, Ala. (Ch. 44)—None pending.
719. RICE LAKE, Wis. (Ch. 21) — None pending.
720. PAULS VALLEY, Okla. (Ch. 61) —None pending.
721. NEBRASKA CITY, Neb. (Ch. 50) —None pending.
722. VALLEY CITY, N. D. (Ch. 4, 32) —None pending.
723. MARYVILLE, Mo. (Ch. 26) — None pending.
724. MARION, S. C. (Ch. 43)—None pending.
725. HENDERSON, Tex. (Ch. 42)— None pending.
726. TIFTON, Ga. (Ch. 14) — None pending.
727. LAMAR, Col. (Ch. 18)—None pending.
728. GRINNELL, Iowa (Ch. 46)—None pending.
729. LAKE WALES, Fla. (Ch. 14)— None pending.
730. FORT VALLEY, Ga. (Ch. 18)— None pending.
731. ARKADELPHIA, Ark. (Ch. 34) —None pending.
732. LEBANON, Mo. (Ch. 23)—None pending.
733. BRIGHAM, Utah (Ch. 36)—None pending.
734. ALAMOGORDO, N. M. (Ch. 17) —None pending.
735. GREENVILLE, Ala. (Ch. 49) — None pending.
736. TOCCOA, Ga. (Ch. 35) — None pending.
737. LOVELAND, Col. (Ch. 38) — None pending.
738. ELBERTON, Ga. (Ch. 16)—None pending.
739. JACKSON, La. (Ch. 18)—None pending.
740. PRESCOTT, Ariz. (Ch. 15) — None pending.
741. KOSCIUSKO, Miss. (Ch. 52)— None pending.
742. BIG RAPIDS, Mich. (Ch. 39) — None pending.
743. ESTHERVILLE, Iowa (Ch. 24)— None pending.
744. LITTLE FALLS, Minn. (Ch. 14) —None pending.
745. FALFURRIAS, Tex. (Ch. 52)— None pending.
746. TUSKEGEE, Ala. (Ch. 16)—None pending.
747. PICAYUNE, Miss. (Ch. 14) — None pending.
748. McMINNVILLE, Ore. (Ch. 46) —None pending.
749. MEXIA, Tex. (Ch. 50) — None pending.
750. BRECKENRIDGE, Tex. (Ch. 14) —None pending.
751. WELCH, W. Va. (Ch. 25)—None pending.
752. LEWISTOWN, Mont. (Ch. 13)— None pending.
753. MORENCI, Ariz. (Ch. 31)—None pending.
754. LITTLEFIELD, Tex. (Ch. 32)— None pending.
755. COLEMAN, Tex. (Ch. 21)—None pending.
756. RED OAK, Iowa (Ch. 32)—None pending.
757. WINSLOW, Ariz. (Ch. 16)—None pending.
758. QUINCY, Fla. (Ch. 54) — None pending.
759. ALVA, Okla. (Ch. 30) — None pending.
760. ATLANTIC, Iowa (Ch. 45) — None pending.
761. PETOSKEY, Mich. (Ch. 31) — None pending.
762. WEST POINT, Miss. (Ch. 8, 56) —None pending.
763. DEVILS LAKE, N. D. (Ch. 8, 14) —None pending.
764. LEAD, S. D. (Ch. 5, 26)—None pending.
765. GLOBE, Ariz. (Ch. 34) — None pending.
766. BATESVILLE, Ark. (Ch. 30) — None pending.
767. FAIRBURY, Neb. (Ch. 35)—None pending.
768. HARRIMAN, Tenn. (Ch. 67) — None pending.
769. CANON CITY, Col. (Ch. 36) — None pending.
770. MOUNT PLEASANT, Tex. (Ch. 35)—None pending.
771. ALEXANDRIA, Minn. (Ch. 36) —None pending.
772. MONAHANS, Tex. (Ch. 9)—None pending.
773. BENTON, Ark. (Ch. 40)—None pending.
774. INTERNATIONAL FALLS, Minn. (Ch. 11)—None pending.
775. NEWPORT, Ark. (Ch. 28)—None pending.
776. EL CAMPO, Tex. (Ch. 27) — None pending.
777. CARROLL, Iowa (Ch. 39)—None pending.
778. FORT PAYNE, Ala. (Ch. 19)— None pending.
779. DOVER, Del. (Ch. 40) — None pending.
780. FALLS CITY, Neb. (Ch. 38) — None pending.
781. HOLDENVILLE, Okla. (Ch. 14) —None pending.
782. ANADARKO, Okla. (Ch. 58) — None pending.
783. YORK, Neb. (Ch. 15) — None pending.
784. BROWNFIELD, Tex. (Ch. 15)— None pending.
785. NOGALES, Ariz. (Ch. 17)—None pending.
786. FRANKLIN, La. (Ch. 46)—None pending.
787. COLUMBIA, Miss. (Ch. 35) — None pending.
788. UKIAH, Calif. (Ch. 18) — None pending.
789. CEDAR CITY, Utah (Ch. 5) — None pending.
790. HENDERSONVILLE, N. C. (Ch. 27)—None pending.
791. NORTH BEND, Ore. (Ch. 16)— None pending.
792. STATESBORO, Ga. (Ch. 22) — None pending.
793. CLINTON, Mo. (Ch. 49)—None pending.
794. CONWAY, S. C. (Ch. 23)—None pending.
795. DECORAH, Iowa (Ch. 44)—None pending.
796. SOUTH BOSTON, Va. (Ch. 14)— None pending.
797. MURRAY, Ky. (Ch. 33)—None pending.
798. HOULTON, Me. (Ch. 24)—None pending.
799. SEARCY, Ark. (Ch. 33)—None pending.
800. GRAND RAPIDS, Minn. (Ch. 20) —None pending.
801. PRICE, Utah (Ch. 6) — None pending.
802. GEORGETOWN, S. C. (Ch. 27)— None pending.

POPULATION UNDER 6,000

803. HUGO, Okla. (Ch. 21) — None pending.
804. LEXINGTON, Va. (Ch. 54)—None pending.
805. BELFAST, Me. (Ch. 41)—None pending.
806. BRADY, Tex. (Ch. 15) — None pending.
807. CROCKETT, Tex. (Ch. 56)—None pending.
808. BURLEY, Ida. (Ch. 15) — None pending.
809. MARSHALL, Minn. (Ch. 22) — None pending.
810. DALHART, Tex. (Ch. 16)—None pending.
811. WOODWARD, Okla. (Ch. 8) — None pending.
812. SPARTA, Wis. (Ch. 50)—None pending.
813. LEBANON, Ore. (Ch. 43)—None pending.
814. COVINGTON, Va. (Ch. 44) — None pending.
815. MARIANNA, Fla. (Ch. 17)—None pending.
816. SPRINGDALE, Ark. (Ch. 35) — None pending.
817. VIDALIA, Ga. (Ch. 26)—None pending.
818. AJO, Ariz. (Ch. 14)—None pending.
819. De RIDDER, La. (Ch. 14)—None pending.
820. DETROIT LAKES, Minn. (Ch. 18)—None pending.
821. HINTON, W. Va. (Ch. 31)—None pending.
822. ABILENE, Kan. (Ch. 31)—None pending.
823. PULASKI, Tenn. (Ch. 44)—None pending.
824. MILLINOCKET, Me. (Ch. 14) — None pending.
825. TELL CITY, Ind. (Ch. 31)—None pending.
826. PIERRE, S. D. (Ch. 6, 10, *22)— None pending.
827. CHEBOYGAN, Mich. (Ch. 4, 36) —None pending.
828. DEMING, N. M. (Ch. 14)—None pending.
829. EMPORIA, Va. (Ch. 25)—None pending.
830. GONZALES, Tex. (Ch. 64) — None pending.
831. WINNFIELD, La. (Ch. 22)—None pending.
832. OAKDALE, La. (Ch. 54)—None pending.
833. WALSENBURG, Col. (Ch. 30)— None pending.
834. CAIRO, Ga. (Ch. 45) — None pending.
835. HARRISON, Ark. (Ch. 24)—None pending.
836. VINITA, Okla. (Ch. 28)—None pending.
837. MORRILTON, Ark. (Ch. 43) — None pending.
838. WILDWOOD, N. J. (Ch. 48) — None pending.
839. ELY, Minn. (Ch. 16)—None pending.
840. VANDALIA, Ill. (Ch. 28)—None pending.
841. FREDERICK, Okla. (Ch. 44) — None pending.
842. MONTEVIDEO, Minn. (Ch. 19) —None pending.
843. FAYETTEVILLE, Tenn. (Ch. 27) —None pending.
844. LAWRENCEBURG, Tenn. (Ch. 50)—None pending.
845. ALGONA, Iowa (Ch. 37)—None pending.
846. ELKO, Nev. (Ch. 10) — None pending.
847. PRAIRIE du CHIEN, Wis. (Ch. 34)—None pending.
848. PRINCETON, Ky. (Ch. 45)—None pending.
849. HOBART, Okla. (Ch. 23)—None pending.
850. ALAMOSA, Col. (Ch. 19)—None pending.
851. VERMILLION, S. D. (Ch. *2, 41) —None pending.
852. FORT MORGAN, Col. (Ch. 15) —None pending.
853. BALLINGER, Tex. (Ch. 25) — None pending.
854. LOUISVILLE, Miss. (Ch. 46)— None pending.
855. ALPINE, Tex. (Ch. 12)—None pending.
856. GLENDIVE, Mont. (Ch. 18) — None pending.
857. GUNTERSVILLE, Ala. (Ch. 40) —None pending.
858. HANCOCK, Mich. (Ch. 10—None pending.
859. NEWPORT, Vt. (Ch. 46)—None pending.
860. JASPER, Ind. (Ch. 19)—None pending.
861. HEREFORD, Tex. (Ch. 19)—None pending.
862. ATHENS, Tex. (Ch. 25)—None pending.
863. BLACKFOOT, Ida. (Ch. 33) — None pending.
864. PIKEVILLE, Ky. (Ch. 14)—None pending.
865. MADISON, S. D. (Ch. 46)—None pending.
866. BREWTON, Ala. (Ch. 23)—None pending.
867. WAHPETON, N. D. (Ch. 45)— None pending.
868. LAKE CITY, S. C. (Ch. 55)— None pending.
869. MANISTIQUE, Mich. (Ch. 14)— None pending.
870. ANGOLA, Ind. (Ch. 15)—None pending.
871. LOGAN, W. Va. (Ch. 23)—None pending.
872. LEXINGTON, Neb. (Ch. 23)— None pending.
873. HOT SPRINGS, S. D. (Ch. 17)— None pending.
874. DEMOPOLIS, Ala. (Ch. 18) — None pending.

POPULATION UNDER 5,000

875. MONTROSE, Col. (Ch. 10, 18)— None pending.
876. WEST PLAINS, Mo. (Ch. 20)— Pending: Robert F. Neathery (KWPM), Ch. 20 [B•T, this issue].
877. KELLOG, Ida. (Ch. 33)—None pending.
878. REDBLUFF, Calif. (Ch. 16) — None pending.
879. GRAFTON, N. D. (Ch. 17)—None pending.
880. LAMPASAS, Tex. (Ch. 40)—None pending.
881. GLADSTONE, Mich. (Ch. 40)— None pending.
882. HARLAN, Ky. (Ch. 36)—None pending.
883. MONETT, Mo. (Ch. 14)—None pending.
884. GUYMON, Okla. (Ch. 20)—None pending.
885. GOODLAND, Kan. (Ch. 31) — None pending.
886. CLANTON, Ala. (Ch. 14)—None pending.
887. RICHLAND CENTER, Wis. (Ch. 15, *66)—None pending.
888. CALAIS, Me. (Ch. 7, 20)—None pending.
889. EPHRATA, Wash. (Ch. 43)— None pending.
890. QUANAH, Tex. (Ch. 42)—None pending.
891. HOT SPRINGS, N. M. (Ch. 19)— None pending.
892. ST. GEORGE, Utah (Ch. 18)— None pending.
893. SALIDA, Col. (Ch. 25) — None pending.
894. JEROME, Idaho (Ch. 17)—None pending.
895. FARMINGTON, Mo. (Ch. 52) — None pending.
896. PEARSAL, Tex. (Ch. 31)—None pending.
897. LARNED, Kan. (Ch. 15)—None pending.
898. FORT STOCKTON, Tex. (Ch. 22) —None pending.
899. PERRYTON, Tex. (Ch. 22)—None pending.
900. JASPER, Tex. (Ch. 49) — None pending.
901. FARMVILLE, Va. (Ch. 19)—None pending.
902. SOCORRO, N. M. (Ch. 15)—None pending.

KGW

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Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

903. **MIAMI, Ariz.** (Ch. 28) — None pending.
904. **NORTON, Va.** (Ch. 52)—None pending.
905. **COOLIDGE, Ariz.** (Ch. 30)—None pending.
906. **HEBBRONVILLE, Tex.** (Ch. 58) —None pending.
907. **SWAINSBORO, Ga.** (Ch. 20)—None pending.
908. **SOUTHERN PINES, N. C.** (Ch. 49)—None pending.
909. **SANDPOINT, Idaho** (Ch. 9)—None pending.
910. **REXBURG, Idaho** (Ch. 27)—None pending.
911. **RICHFIELD, Utah** (Ch. 13) — None pending.
912. **WORLAND, Wyo.** (Ch. 34)—None pending.
913. **CASA GRANDE, Ariz.** (Ch. 18)—None pending.
914. **RIVERTON, Wyo.** (Ch. 10)—None pending.
915. **DELTA, Col.** (Ch. 24) — None pending.
916. **LEADVILLE, Col.** (Ch. 14)—None pending.
917. **IRON RIVER, Mich.** (Ch. 12)—None pending.
918. **PRESTON, Idaho** (Ch. 41)—None pending.
919. **PAYETTE, Idaho** (Ch. 14)—None pending.

POPULATION UNDER 4,000

920. **SIDNEY, Mont.** (Ch. 14)—None pending.
921. **WEISER, Idaho** (Ch. 20)—None pending.
922. **JACKSONVILLE, N. C.** (Ch. 16) None pending.
923. **WADENA, Minn.** (Ch. 27)—None pending.
924. **BOULDER CITY, Nev.** (Ch. 4)— None pending.
925. **ROGERS CITY, Mich.** (Ch. 24)— None pending.
926. **CODY, Wyo.** (Ch. 24) — None pending.
927. **EVANSTON, Wyo.** (Ch. 14) — None pending.
928. **COLBY, Kan.** (Ch. 22)—None pending.
929. **HOUGHTON, Mich.** (Ch. 19)— None pending.
930. **GLASGOW, Mont.** (Ch. 16) — None pending.
931. **LITTLETON, N. H.** (Ch. 24)— None pending.
932. **POWELL, Wyo.** (Ch. 30)—None pending.
933. **BISBEE, Ariz.** (Ch. 15)—None pending.
934. **DEER LODGE, Mont.** (Ch. 25)— None pending.
935. **SAFFORD, Ariz.** (Ch. 21)—None pending.
936. **MOBRIDGE, S. D.** (Ch. 27)— None pending.
937. **VAN BUREN, Me.** (Ch. 15)— None pending.
938. **CUTBANK, Mont.** (Ch. 20)—None pending.
939. **LAUREL, Mont.** (Ch. 14)—None pending.
940. **EMPORIUM, Pa.** (Ch. 42)—None pending.
941. **HENDERSON, Nev.** (Ch. 2) — None pending.
942. **FARMINGTON, N. M.** (Ch. 17)— None pending.
943. **MARFA, Tex.** (Ch. 19) — None pending.
944. **ELROY, Ariz.** (Ch. 24) — None pending.
945. **AHOSKIE, N. C.** (Ch. 53)—None pending.
946. **ELY, Nev.** (Ch. 3, 6) — None pending.
947. **BELLE FOURCHE, S. D.** (Ch. 23) —None pending.
948. **LORDSBURG, N. M.** (Ch. 23)— None pending.

JOHN G. BALLARD
KGNC Sales Manager Dies

JOHN G. BALLARD, 52, sales manager of KGNC Amarillo, Tex., affiliate of the Amarillo *Globe* and *News*, died at his home there July 18 after a heart attack.

Mr. Ballard

Well known in eastern advertising circles, Mr. Ballard was formerly national advertising manager of the Nunn Stations, radio group with headquarters in Lexington, Ky. He joined KGNC in 1936 after going to the Amarillo *Globe* advertising staff in 1925, later becoming KGNC manager. He joined the Nunn Stations in 1944, moving to Lexington, and returned nearly two years ago to become manager of KFDA, one of the Nunn Stations. When KFDA was sold several months ago, he returned to KGNC last June to become sales manager.

Survivors are his wife, the former Sadie Claude Curtis; three children, Lt. John Jr. of Vance Air Force Base, Enid, Okla.; Mrs. Mary Elizabeth Ward of Topeka, Kan., and Curtis, a younger son, and his mother and a brother and sister.

949. **CLAYTON, N. M.** (Ch. 27)—None pending.
950. **CAMPBELLSVILLE, Ky.** (Ch. 40) —None pending.
951. **STURGIS, S. D.** (Ch. 20)—None pending.
952. **CLIFTON, Ariz.** (Ch. 25)—None pending.
953. **BROKEN BOW, Neb.** (Ch. 14)— None pending.
954. **NEWCASTLE, Wyo.** (Ch. 28)— None pending.
955. **LANDER, Wyo.** (Ch. 17)—None pending.
956. **KINGMAN, Ariz.** (Ch. 6)—None pending.
957. **DILLON, Mont.** (Ch. 20)—None pending.
958. **WHITEFISH, Mont.** (Ch. 16)— None pending.
959. **WINNER, S. D.** (Ch. 18)—None pending.
960. **TORRINGTON, Wyo.** (Ch. 27)— None pending.
961. **YREKA, Calif.** (Ch. 11)—None pending.
962. **FLOYDADA, Tex.** (Ch. 45)—None pending.
963. **GREEN RIVER, Wyo.** (Ch. 16)— None pending.
964. **WALLACE, Ida.** (Ch. 27)—None pending.
965. **LOVINGTON, N. M.** (Ch. 27)— None pending.
966. **GOODING, Idaho** (Ch. 23)—None pending.
967. **RUPERT, Idaho** (Ch. 21)—None pending.
968. **BURNS, Ore.** (Ch. 16) — None pending.
969. **CARSON CITY, Nev.** (Ch. 37)— None pending.
970. **CRAIG, Col.** (Ch. 19) — None pending.
971. **EMMETT, Ida.** (Ch. 26)—None pending.
972. **SHELBY, Mont.** (Ch. 14)—None pending
973. **FORT KENT, Me.** (Ch. 17) — None pending.

POPULATION UNDER 3,000

974. **BAD AXE, Mich.** (Ch. 46)—None pending.
975. **RUGBY, N. D.** (Ch. 38)—None pending.
976. **THERMOPOLIS, Wyo.** (Ch. 15) —None pending.
977. **WINNEMUCCA, Nev.** (Ch. 7)— None pending.
978. **VERNAL, Utah** (Ch. 3)—None pending.
979. **ALTURAS, Calif.** (Ch. 9)—None pending.
980. **GRAND COULEE, Wash.** (Ch. 37)—None pending.
981. **RED LODGE, Mont.** (Ch. 18)— None pending
982. **HAMILTON, Mont.** (Ch. 17) — None pending.
983. **BUFFALO, Wyo.** (Ch. 29)—None pending.
984. **BAR HARBOR, Me.** (Ch. 22)— None pending.
985. **DOVER-FOXCROFT, Me.** (Ch. 18)—None pending.
986. **WOLF POINT, Mont.** (Ch. 20)— None pending.
987. **DOUGLAS, Wyo.** (Ch. 14)—None pending.
988. **LOVELL, Wyo.** (Ch. 36)—None pending.
989. **THOMASVILLE, Ala.** (Ch. 27)— None pending.
990. **FALLON, Nev.** (Ch. 29)—None pending.
991. **HARVEY, N. D.** (Ch. 22)—None pending.
992. **HOLBROOK, Ariz.** (Ch. 14)— None pending.
993. **HARDIN, Mont.** (Ch. 4)—None pending.
994. **McGILL, Nev.** (Ch. 8) — None pending.
995. **WHEATLAND, Wyo.** (Ch. 24)— None pending.
996. **POLSON, Mont.** (Ch. 18)—None pending.
997. **BOTTINEAU, N. D.** (Ch. 16)— None pending.
998. **GREYBULL, Wyo.** (Ch. 40) — None pending.
999. **GILLETTE, Wyo.** (Ch. 31)—None pending.
1000. **NEW ROCKFORD, N. D.** (Ch. 20)—None pending.
1001. **WILLIAMS, Ariz.** (Ch. 25) — None pending.
1002. **CARRINGTON, N. D.** (Ch. 26) —None pending.
1003. **WEST BRANCH, Mich.** (Ch. 21) —None pending.
1004. **LUSK, Wyo.** (Ch. 19) — None pending.
1005. **EAST TAWAS, Mich.** (Ch. 25) —None pending
1006. **LISBON, N. D.** (Ch. 23)—None pending.

POPULATION UNDER 2,000

1007. **HAWTHORNE, Nev.** (Ch. 31)— None pending.
1008. **LOVELOCK, Nev.** (Ch. 18) — None pending.
1009. **TONOPAH, Nev.** (Ch. 9)—None pending.
1010. **CALUMET, Mich.** (Ch. 13)— None pending.
1011. **CARLIN, Nev.** (Ch. 14)—None pending.
1012. **YERINGTON, Nev.** (Ch. 33)— None pending.

POPULATION UNDER 1,000

1013. **GOLDFIELD, Nev.** (Ch. 5) — None pending. Pop.: 336.

GROUP B-1

1. **BRIDGEPORT, Conn.** (Ch. 43, 49, *71)—**Grant:** Southern Connecticut & Long Island Television Co. (WICC), Ch. 43 [B•T, July 14]. **Pending:** Harry L. Liftig, Ch. 49 [B•T, July 28].

2. **CANTON, Ohio** (Ch. 29)—**In hearing:** Brush-Moore Newspapers Inc. (WHBC), Ch. 29 [B•T, June 30]; Stark Bcstg. Co. (WCMW), Ch. 29 [B•T, July 7].

3. **FALL RIVER, Mass.** (Ch. 40, 46)—**Pending:** New England Television Co., Ch. 46 [B•T, Aug. 4, July 21].

4. **READING, Pa.** (Ch. 55, 61)—**In hearing:** Eastern Radio Corp. (WHUM), Ch. 61 [B•T, June 30]; Hawley Bcstg. Co. (WEEU), Ch. 61 [B•T, July 7].

5. **NEW BEDFORD, Mass.** (Ch. 28, 34) —**Grant:** E. Anthony & Sons (WNBH), Ch. 28 [B•T, July 14].

6. **ALLENTOWN, Pa.** (Ch. 39, 45)— **Pending:** B. Bryan Musselman et al (WSAN), Ch. 39 [B•T, July 7]; Queen City Television Co., Ch. 39 [B•T, July 21, 14, 7]; Allentown Television Corp. (WHOL), Ch. 45 [B•T, July 21]; Penn-Allen Bcstg. Co. (WFMZ), Ch. 45 [B•T, July 21].

7. **WATERBURY, Conn.** (Ch. 53)—**In hearing:** American Republican Inc. (WBRY), Ch. 53 [B•T, June 30]; WATR Inc. (WATR), Ch. 53 [B•T, June 30].

8. **HARRISBURG, Pa.** (Ch. 27, 33, 71) —**In hearing:** Kendrick Bcstg. Co. (WHGB), Ch. 27 [B•T, July 7]; Rossmoyne Corp. (WCMB), Ch. 27 [B•T, July 7]; WABX Inc. (WABX), Ch. 71 [B•T, July 7]; Harrisburg Bcstrs. Inc. [B•T, July 21]. **Pending:** WHP Inc. (WHP), Ch. 33 [B•T, July 28, 7].

9. **NEW BRITAIN, Conn.** (Ch. 30)— **Grant:** New Britain Bcstg. Co. (WKNB), Ch. 30 [B•T, July 14].

10. **RACINE, Wis.** (Ch. 49, 55)--**None pending.**

11. **YORK, Pa.** (Ch. 43, 49)—**Grants** [B•T, July 14]: Susquehanna Bcstg. Co. (WSBA), Ch. 43; Helm Coal Co. (WNOW), Ch. 49.

12. **KENOSHA, Wis.** (Ch. 61)—**None pending.**

13. **JACKSON, Mich.** (Ch. 48)—**In hearing:** [B•T, July 21, 14]; WIBM Inc. (WIBM) [B•T, June 30] and Jackson Bcstg. & TV Corp. (WKHM) [B•T June 30], both seeking Ch. 48.

14. **NEW CASTLE, Pa.** (Ch. 45)— **Pending:** WKST Inc. (WKST), Ch. 45 [B•T, July 14].

15. **BATTLE CREEK, Mich.** (Ch. 58, 64) — **Pending:** Michigan Bcstg. Co. (WBCK), Ch. 58 [B•T, Aug. 4, July 7]; W. S. Butterfield Theatres Inc., Ch. 64 [B•T, July 21]; Booth Radio & Television Stations Inc., Ch. 64 [B•T, Aug. 4].

16. **ANDERSON, Ind.** (Ch. 61)—**None pending.**

(Continued on page 82)

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Cut COSTS with the SESAC Transcribed Library

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- BRIDGES, MOODS AND THEMES
- DOUBLE-BARRELLED SALES AIDS

SESAC Inc., 475 Fifth Ave., N. Y. C.

Current Status of City Priority List

(Continued from page 81)

17. **MERIDEN, Conn.** (Ch. 65)—None pending.

18. **HIGH POINT, N. C.** (Ch. 15)—None pending.

19. **PORTSMOUTH, Ohio** (Ch. 30)—None pending.

20. **FORT LAUDERDALE, Fla.** (Ch. 17, 23)—Grants: [B•T, Aug. 4]: Jerico Investment Co. (WBRD), Ch. 17; Gore Pub. Co. (WFTL), Ch. 23.

21. **EVERETT, Wash.** (Ch. 22, 28)—None pending.

22. **MARION, Ohio** (Ch. 17)—None pending.

23. **BELLEVILLE, Ill.** (Ch. 54)—None pending.

24. **ALTON, Ill.** (Ch. 48)—None pending.

25. **AMSTERDAM, N. Y.** (Ch. 52)—None pending.

26. **ASHLAND, Ky.** (Ch. 59)—**Pending:** Polan Industries, Ch. 59 [B•T, July 14].

27. **MASSILLON, Ohio** (Ch. 23)—**Pending:** Midwest TV Co. (Edward Lamb), Ch. 23 [B•T, July 21].

28. **KANAPOLIS, N. C.** (Ch. 59)—None pending.

29. **LEBANON, Pa.** (Ch. 15)—**Pending:** Lebanon Television Corp., Ch. 15 [B•T, July 7]; Steitz Newspapers Inc., Ch. 15 [B•T, June 30].

30. **BREMERTON, Wash.** (Ch. 44, 50)—None pending.

31. **NORMAN, Okla.** (Ch. 31, *37)—None pending.

32. **WASHINGTON, Pa.** (Ch. 63)—None pending.

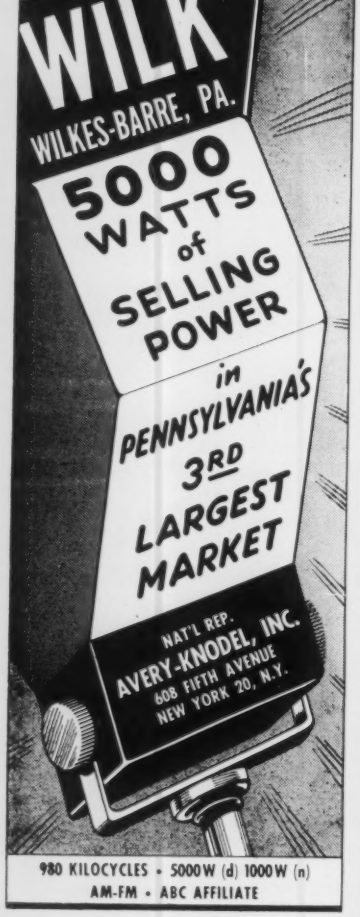
33. **BURLINGTON, N. C.** (Ch. 63)—None pending.

34. **ROCK HILL, S. C.** (Ch. 61)—None pending.

35. **GLOVERSVILLE, N. Y.** (Ch. 29)—None pending.

36. **BUTLER, Pa.** (Ch. 43)—None pending.

37. **LAWRENCE, Kan.** (Ch. *11, 17)—None pending.



38. **GASTONIA, N. C.** (Ch. 48)—None pending.

39. **SHAWNEE, Okla.** (Ch. 53)—None pending.

40. **LEAVENWORTH, Kan.** (Ch. 54)—None pending.

41. **EAST LANSING, Mich.** (Ch. 60)—**Pending:** Michigan State Board of Agriculture (WKAR), Ch. 60 [B•T, July 7].

42. **MEADVILLE, Pa.** (Ch. 37)—None pending.

43. **COLUMBUS, Ind.** (Ch. 42)—None pending.

44. **OKMULGEE, Okla.** (Ch. 26)—None pending.

45. **DUNKIRK, N. Y.** (Ch. 46)—None pending.

46. **STATESVILLE, N. C.** (Ch. 64)—None pending.

47. **SHELBY, N. C.** (Ch. 39)—None pending.

48. **HICKORY, N. C.** (Ch. 30)—None pending.

49. **ST. AUGUSTINE, Fla.** (Ch. 25)—None pending.

50. **MURFREESBORO, Tenn.** (Ch. 18)—None pending.

51. **SAPULPA, Okla.** (Ch. 42)—None pending.

52. **CLEBURNE, Tex.** (Ch. 57)—None pending.

53. **ELIZABETH CITY, N. C.** (Ch. 31)—None pending.

54. **BEDFORD, Ind.** (Ch. 39)—None pending.

55. **MT. VERNON, Ohio** (Ch. 58)—None pending.

56. **BOONE, Iowa** (Ch. 19)—None pending.

57. **SHELBYVILLE, Ind.** (Ch. 58)—None pending.

58. **NEWTON, Iowa** (Ch. 29)—None pending.

59. **EL RENO, Okla.** (Ch. 56)—None pending.

60. **GUTHRIE, Okla.** (Ch. 48)—None pending.

61. **WEATHERFORD, Tex.** (Ch. 51)—None pending.

62. **LEBANON, Tenn.** (Ch. 58)—None pending.

63. **GALLIPOLIS, Ohio** (Ch. 18)—None pending.

64. **LEBANON, Ind.** (Ch. 18)—None pending.

65. **WEBSTER CITY, Iowa** (Ch. 27)—None pending.

66. **ATRISCO-FIVE POINTS, N. M.** (Ch. 18)—None pending.

67. **WILLIAMSBURG, Va.** (Ch. 17)—None pending.

68. **SPRINGFIELD, Tenn.** (Ch. 42)—None Pending.

69. **ROSENBURG, Tex.** (Ch. 17)—None pending.

70. **OLATHE, Kan.** (Ch. 52)—None pending.

71. **CLAREMORE, Okla.** (Ch. 15)—None pending.

72. **FESTUS, Mo.** (Ch. 14)—None pending.

73. **GALLATIN, Tenn.** (Ch. 48)—None pending.

74. **BELLEN, N. M.** (Ch. 24)—None pending.

75. **PRYOR CREEK, Okla.** (Ch. 54)—None pending.

76. **COVINGTON, Tenn.** (Ch. 19)—None pending.

77. **LOWELL, Mass.** (Ch. 32)—None pending.

78. **LAWRENCE, Mass.** (Ch. 38)—None pending.

79. **SPRINGFIELD, Ohio** (Ch. 46, 52)—None pending.

80. **BETHLEHEM, Pa.** (Ch. 51)—None pending.

81. **RICHMOND, Ind.** (Ch. 32)—None pending.

82. **AUBURN, N. Y.** (Ch. 37)—None pending.

83. **NASHUA, N. H.** (Ch. 54)—None pending.

84. **CLINTON, Iowa** (Ch. 64)—None pending.

85. **ITHACA, N. Y.** (Ch. *14, 20)—Cornell U. (WHCU), Ch. 20 [B•T, July 14].

86. **BESSEMER, Ala.** (Ch. 54)—None pending.

87. **MICHIGAN CITY, Ind.** (Ch. 62)—None pending.

88. **OSWEGO, N. Y.** (Ch. 31)—None pending.

89. **MUSCATINE, Iowa** (Ch. 58)—None pending.

90. **BRIDGETON, N. J.** (Ch. 64)—None pending.

91. **BATAVIA, N. Y.** (Ch. 33)—None pending.

92. **PIQUA, Ohio** (Ch. 44)—None pending.

93. **KEWANEE, Ill.** (Ch. 60)—None pending.

94. **FREMONT, Neb.** (Ch. 52)—None pending.

95. **NAPA, Calif.** (Ch. 62)—None pending.

96. **TALLADEGA, Ala.** (Ch. 64)—None pending.

97. **NEW BRAUNFELS, Tex.** (Ch. 62)—None pending.

98. **TERRELL, Tex.** (Ch. 53)—None pending.

99. **McKINNEY, Tex.** (Ch. 65)—None pending.

100. **SEGUIN, Tex.** (Ch. 14)—None pending.

101. **SYLACAUDA, Ala.** (Ch. 24)—None pending.

102. **JASPER, Ala.** (Ch. 17)—None pending.

103. **STILLWATER, Minn.** (Ch. 39)—None pending.

104. **MADISON, Ind.** (Ch. 25)—None pending.

105. **NORTHFIELD, Minn.** (Ch. 26)—None pending.

106. **TOOELE, Utah** (Ch. 44)—None pending.

107. **HASTINGS, Minn.** (Ch. 29)—None pending.

108. **ELIZABETHTOWN, Ky.** (Ch. 23)—None pending.

109. **AKRON, Ohio** (Ch. 49, *55, 61)—**Pending:** Summit Radio Corp. (WAKR), Ch. 49 [B•T, July 7].

110. **WORCESTER, Mass.** (Ch. 14, 20)—**Pending:** Salisbury Bcstg. Corp., Ch. 14 [B•T, July 21]; WTAG Inc. (WTAG), Ch. 20 [B•T, July 7]; Olin Corp. (WAAB), Ch. 20 [B•T, this issue].

111. **TRENTON, N. J.** (Ch. 41)—None pending.

112. **PONTIAC, Mich.** (Ch. 44)—None pending.

113. **BROCKTON, Mass.** (Ch. 62)—None pending.

114. **LORAIN, Ohio** (Ch. 31)—**Pending:** Lorain Journal Co., Ch. 31 [B•T, July 7]; Elyria - Lorain Bcstg. Co. (WEOL), Ch. 31 [B•T, this issue].

115. **ANN ARBOR, Mich.** (Ch. 20, *26)—**Pending:** Washtenaw Bcstg. Co. (WPAG), Ch. 20 [B•T, June 30].

116. **NEWARK, Ohio** (Ch. 60)—None pending.

117. **LANCASTER, Ohio** (Ch. 28)—None pending.

118. **DENTON, Tex.** (Ch. *2, 17)—None pending.

119. **MARIETTA, Ga.** (Ch. 57)—None pending.

120. **CORTLAND, N. Y.** (Ch. 56)—None pending.

121. **GRIFFIN, Ga.** (Ch. 39)—None pending.

122. **WAXAHACHIE, Tex.** (Ch. 45)—None pending.

123. **PETALUMA, Calif.** (Ch. 56)—None pending.

124. **NEWNAN, Ga.** (Ch. 61)—None pending.

125. **CARTERSVILLE, Ga.** (Ch. 63)—None pending.

126. **PORT CHICAGO, Calif.** (Ch. 15)—None pending.

127. **GARY, Ind.** (Ch. 50, *66)—None pending.

128. **HAMMOND, Ind.** (Ch. 56)—None pending.

129. **JOLIET, Ill.** (Ch. 48)—None pending.

130. **AURORA, Ill.** (Ch. 16)—None pending.

131. **ELGIN, Ill.** (Ch. 28)—None pending.

132. **WAUKEGAN, Ill.** (Ch. 22)—None pending.

133. **HAMILTON - MIDDLETOWN, Ohio** (Ch. 65)—None pending.

134. **FREDERICK, Md.** (Ch. 62)—**Pending:** Monocacy Bcstg. Co. (WFMD), Ch. 62 [B•T, July 7].

135. **ASBURY PARK, N. J.** (Ch. 58)—None pending.

136. **PATERSON, N. J.** (Ch. 37)—None pending.

137. **STAMFORD - NORWALK, Conn.** (Ch. 27)—None pending.

138. **NEW BRUNSWICK, N. J.** (Ch. *19, 47)—**Pending:** Home News Pub. Co. (WDHN-FM), Ch. 47 [B•T, June 21]; Chanticleer Bcstg. Co. (WCTC), Ch. 47 [B•T, this issue].

139. **CORONA, Calif.** (Ch. 52)—None pending.

140. **ANNAPOLIS, Md.** (Ch. 14)—None pending.

GROUP B-2

141. **ALBANY - SCHENECTADY - TROY, N. Y.** (Ch. 6, *17, 23, 35, 41)—**Operating:** WRGB (TV) Schenectady, Ch. 6 (now on Ch. 4). **Grant:** State of New York Board of Regents, Ch. *17 at Albany [B•T, July 28]. **Pending:** Governor Dongan Bcstg. Corp. (WOKO Albany), Ch. 23 [B•T, July 7]; Troy Bcstg. Co. (WTRY Troy), Ch. 23 [B•T, July 7]; Hudson Valley Bcstg. Co. (WROW Albany), Ch. 41 [B•T, July 7]; Champlain Valley Bcstg. Corp. (WXKW Albany), Ch. 35 at Schenectady [B•T, July 14]; Van Curler Bcstg. Corp., Ch. 35 Schenectady [B•T, July 14].

142. **GRAND RAPIDS, Mich.** (Ch. 8, *17, 23)—**Operating:** WOOD-TV, Ch. 8 (now on Ch. 7). **Pending:** Music Bcstg. Co. (WGRD), Ch. 23 [B•T, Aug. 4].

143. **NEW HAVEN, Conn.** (Ch. 8, 59)—**Operating:** WNHC-TV, Ch. 8 (now on Ch. 6). **Pending:** WAVZ Bcstg. Corp. (WAVZ), Ch. 59 [B•T, July 21]; Connecticut Radio Foundation Inc. (WELI), Ch. 59 [B•T, July 7].

144. **UTICA-ROME, N. Y.** (Ch. 13, 19, *25)—**Operating:** WKTV (TV), Ch. 13. **Pending:** WIBX Inc. (WIBX Utica), Ch. 19 [B•T, July 7].

145. **ERIE, Pa.** (Ch. 12, 35, *41, 66)—**Operating:** WICU (TV), Ch. 12. **Pending:** Great Lakes Television Co., Ch. 35 [B•T, July 7]; Erie Television Corp., Ch. 66 [B•T, July 21]; Commodore Perry Bcstg. Service, Ch. 66 [B•T, this issue].

146. **WILMINGTON, Del.** (Ch. 12, 53, *59 — **Operating:** WDEL-TV, Ch. 12 (now on Ch. 7). **None pending.**

147. **LANSING, Mich.** (Ch. 6, 54)—**Operating:** WJIM-TV, Ch. 6. **None pending.**

148. **BINGHAMTON, N. Y.** (Ch. 12, 40, *46)—**Operating:** WNBF-TV, Ch. 12. **Pending:** (Endicott, N. Y.) Ottaway Stations Inc. (WENE), Ch. 40 [B•T, Aug. 4].

149. **GREENSBORO, N. C.** (Ch. 2, *51, 57)—**Operating:** WFMY-TV, Ch. 2.

150. **LANCASTER, Pa.** (Ch. 8, 21)—**Operating:** WGAL-TV, proposed Ch. 8 (now on Ch. 4). **Pending:** Peoples Bcstg. Co. (WLAN), Ch. 8 [B•T, June 9].

151. **JOHNSTOWN, Pa.** (Ch. 6, 56)—**Operating:** WJAC-TV, Ch. 6 (now on Ch. 13). **Pending:** Rivoli Realty Co. (WARD), Ch. 56 [B•T, April 21].

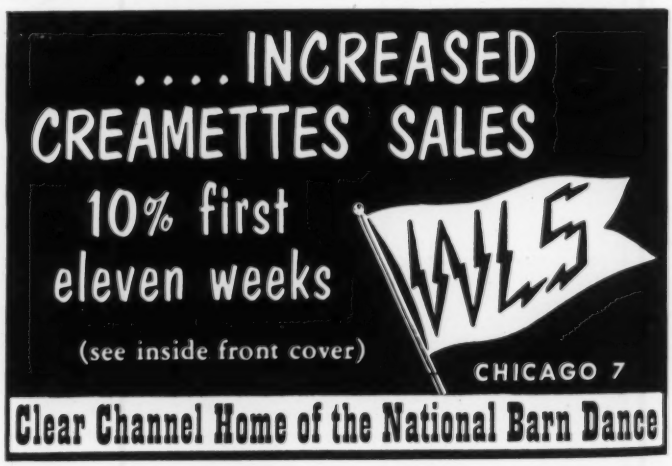
152. **KALAMAZOO, Mich.** (Ch. 3, 36)—**Operating:** WKZO-TV, Ch. 3. **None pending.**

153. **BLOOMINGTON, Ind.** (Ch. 4, *30, 36)—**Operating:** WTTV (TV), Ch. 4 (now on Ch. 10). **None pending.**

154. **AMES, Iowa** (Ch. 5, 25)—**Operating:** WOI-TV, Ch. 5. **None pending.**

155. **DALLAS, Tex.** (Ch. 4, 8, *13, 23,

(Continued on page 84)



INDUSTRY LAYOFFS
Level Off During Summer

LAYOFF rate for consumer goods and other industries leveled off between May and June, reflecting a reversal of the downward employment trend of last summer and fall, the Labor Dept. reported last Tuesday.

Expansion in both defense-related and consumer goods industries boosted factory employment 2½ million workers between June 1950 and June 1951, according to the department's Bureau of Labor Statistics, which compiled the report. Factory layoff rate remained at or near postwar seasonal lows last spring as the downward trend in employment abated. Work forces were pared in the last half of 1951.

Meanwhile, the Commerce Dept. reported overall employment dropped slightly between June and July—about 350,000—with 62,234,000 recorded for the week ending July 12. Evidence indicates layoffs for the entire American labor force because of material shortages or other secondary effects of the steel work stoppage were "not great before the middle of July," the report said.

New figures were based on the latest Census Bureau data released last Monday by Commerce Secretary Charles W. Sawyer. The civilian labor force employed in agricultural and non-agricultural industries makes up the report.

N.Y. AWRT NAMES
Chairmen for Committees

APPOINTMENT of committee chairman for the New York Chapter of American Women in Radio and Television was announced last week by Duncan MacDonald, president of the group and supervisor of women's programs for the DuMont Television Network.

Appointed were Pauline Frederick (ABC), program committee; Alice Pentlarge *(Town Hall Meeting of the Air)*, projects; Martha Rupprecht (CBS-TV), hospitality; Alma Dettinger (WQXR New York), membership; Lillian Okun (WMCA New York), job counselor; Pauline Bowie (E. L. Bernays Inc.), publicity and Ruth Trexler (ABC), publication.

allied arts

CARL HIRSCHFELD elected vice president of Radio Reports Inc., N. Y., in charge of Chicago, Detroit and Cleveland offices.

ROBERT G. SMITH appointed regional sales manager for Zenith Radio Corp., in territory covering Dallas, Houston, Amarillo, Lubbock, San Antonio and Shreveport. Mr. Smith will be headquartered in Dallas.

ODEN F. JESTER, vice president, Meissner-Thordarson-Radiart Div., Maguire Industries, to Distributor Div., Standard Coil Products Co., as sales manager.

Mr. Jester

JOEL COHEN, stage manager, KLAC-TV Hollywood, to Mitchell Gertz Agency, Beverly Hills (artists representative), in charge of TV properties.

BENDIX RADIO-TV Div., Bendix Aviation Corp., opens offices at 500 Fifth Ave., N. Y., headed by **RALPH MOREL**; Room 545 D, Furniture Mart, Chicago headed by **L. G. MINER**, and 1155 Market St., San Francisco, with **DONALD ROSS** in charge.

DOROTHY ARZNER, motion picture director, to Pasadena Playhouse College of Theatre Arts, Pasadena, as head of television and motion picture department.

WILLIAM S. GILBERT, vice president, T. A. B. Engineers Inc., Chicago (technical and business engineers), appointed head of firm's research program.

B. V. K. FRENCH, engineering staff, American Bosch Co., Springfield, Mass., to field engineering staff, F. W. Sickles Div., General Instrument Corp., Chicopee, Mass.

ADMIRAL Corp. has opened Los Angeles factory branch, under name of Golden State Appliance Distributing Co., at 242 S. Anderson St., to handle sales and service of firm's radio-TV sets, ranges and refrigerators.

HENRY J. DOSTAL, purchasing agent for Stewart Warner Corp., appointed national contract sales manager for TeleKing Corp., N. Y.

JOSEPH C. MARTIN, staff writer, *Billboard*, named director of industry promotion for Record Industry Assn. of America.

BRENDAN THOMAS MALIN, former correspondent for NBC in London, chosen by *Boston Globe* to work on staff for three months under State Dept.'s Educational Exchange service.

HAROLD T. SAWYER appointed manager of industrial products sales in Engineering Products Dept., RCA Victor, Camden, N. J.

Mr. Sawyer

EDWARD KANTROWITZ appointed advertising manager, Emerson Radio & Phonograph Corp., N. Y.

ALBERT LEON named company's promotion manager.

FRANK FEILEN appointed field service manager, Crosley Div., Avco Mfg. Corp., Cincinnati.

A. R. TIDY, advertising manager of Mutual Benefit Health & Accident Assn., Toronto, to manager of Laidlaw Productions Ltd., Toronto (radio script service).

RICHARD E. FARNHAM, advertising and sales promotion manager, Boston Distributing Div., Admiral Corp., to Westinghouse Electric Corp., Sunbury, Pa., as public relations director of radio-TV department.

Mr. Farnham

LOUIS LIVINGSTON, consultant on public relations, Remington Records, N. Y., elected vice president in charge of sales promotion and public relations.

E. T. SOMLYO, Beverly Hills (talent agent), moved to 214 N. Canon Dr.

MORRIS STOLLER, assistant treasurer, William Morris Agency and comptroller of Beverly Hills office, father of girl, Aug. 1.

Equipment . . .

CALIFONE Corp., Hollywood, announces production of new portable transcription player, Model 10P2, featuring variable reluctance cartridge for playing all types of recordings including 16" transcriptions. Unit has all steel player base for rigid construction and 6 w AC amplifier.

WARD PRODUCTS Corp., Cleveland, announces manufacture of Lucky-4, new Signaline TV antenna. Crossfolded dipoles are used in new unit to provide better impedance match and higher gain, eliminating nearly 50% of strain on bakelite insulator, company reports.

FEDERAL TELECOMMUNICATIONS LABS. Inc., Nutley, N. J., announces availability of new low-cost utility picture monitor for TV station use. Monitor is titled FTL-P-91B.

RECORD Dept., RCA Victor, Camden, N. J., announces manufacture of new 45 RPM record that will play up to eight minutes a side. Termed 45 "Extended Play," it is same size and operates at same speed as standard 45 RPM.

HOUSTON-FEARLESS Corp., L. A., announces production of new TV camera pedestal, Model PD-3, making possible smooth, running dolly shots, raising and lowering of camera while on the air, and horizontal and vertical panning.

Technical . . .

ARTHUR R. O'NEIL appointed chief engineer, WSBT South Bend, Ind., assisted by **SCOTT HAGE.**

GENE JENKINS, electronic research engineer, Avco Mfg. Corp., Cincinnati, to KLZ Denver as director of TV engineering.

Mr. Jenkins

ROBERT S. HOUSTON, chief engineer, KBNZ La Junta, Col., elected to membership in Institute of Radio Engineers.

JOE PATTERSON, KEX Portland, Ore., advanced to technical supervisor.

WILLIAM A. COYNE returns to NBC Chicago as TV projection engineer after 16 months on active duty with Air Force.

CLAIR HIGGINS, cameraman, KECA-TV Los Angeles, father of girl, June Ellen, July 27.

Watch that "Follow-thru"

Even Bismarck knows that no matter how much power you put into your swing, it's the follow-thru that counts. If you're interested in the rich Midwest market, KFYR, with the nation's largest area coverage, is "must" on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.

WBBW serves you best in Youngstown with its . . .

ABC

CONCENTRATED COVERAGE AND NO WASTE CIRCULATION

REP. FORJOE & CO. INC.

Current Status of City Priority List

(Continued from page 82)

29, 73)—**Operating:** KRLD-TV, Ch. 4; WFAA-TV, Ch. 8. **Pending:** UHF Television Co., Ch. 23 [B•T, June 30].

156. LOUISVILLE, Ky. (Ch. 3, 11, *15, 21, 41, 51)—**Operating:** WAVE-TV Ch. 3 (now Ch. 5); WHAS-TV, Ch. 11 (now Ch. 9). **Pending:** Mid-America Bcstg. Corp. (WKLO), Ch. 21 [B•T, June 9].

157. BIRMINGHAM, Ala. (Ch. 6, *10, 13, 42, 48)—**Operating:** WBRC-TV, Ch. 6 (now on Ch. 4); WAFM-TV, Ch. 13. **Pending:** Birmingham News Co. (WSGN), Ch. 42 [B•T, July 7]; Johnston Bcstg. Co. (WJLN-FM), Ch. 48 [B•T, July 7].

158. DAYTON, Ohio (Ch. 2, 7, *16, 22)—**Operating:** WLWD (TV), Ch. 2 (now on Ch. 5); WHIO-TV, Ch. 7 (now on Ch. 13). **Pending:** Skyland Bcstg. Co. (WONE), Ch. 22 [B•T, June 9].

159. DAVENPORT, Iowa - ROCK ISLAND - MOLINE, Ill. (Ch. 4, 6, *30, 36, 42)—**Operating:** WOC-TV Davenport, Ch. 6 (now on Ch. 5). **None pending.**

160. PHILADELPHIA (Ch. 3, 6, 10, 17, 23, 29, *35)—**Operating:** WPTZ (TV), Ch. 3; WFIL-TV, Ch. 6; WCAU-TV, Ch. 10. **Pending:** Westinghouse Radio Stations Inc. (KYW), Ch. 17 [B•T, June 30]; Daily News TV Co. (WIBG), Ch. 23 [B•T, June 30]; Pennsylvania Bcstg. Co. (WIP), Ch. 29 [B•T, June 23]; Lou Poller (WPWA Chester, Pa.), Ch. 23 [B•T, this issue].

161. DETROIT, Mich. (Ch 2, 4, 7, 50, *56, 62)—**Operating:** WJBK-TV, Ch. 2; WWJ-TV, Ch. 4; WXYZ-TV, Ch. 8. **None pending.**

162. BALTIMORE, Md. (Ch. 2, 11, 13, 18, *24, 30)—**Operating:** WMAR-TV, Ch. 2; WBAL-TV, Ch. 11; WAAM (TV), Ch. 13. **Pending:** Chesapeake Television Bcstg. Inc., Ch. 18 [B•T, July 7]; Baltimore Radio Show Inc. (WFBR), Ch. 18 [B•T, Aug. 4, July 21]; WITH-TV Inc (WITH), Ch. 18 [B•T, Aug. 4].

163. CLEVELAND, Ohio (Ch. 3, 5, 8, 19, *25, 65)—**Operating:** WNBK (TV), Ch. 3 (now on Ch. 4); WEWS (TV), Ch. 5; WXEL (TV), Ch. 8 (now on Ch. 9). **Pending:** United Bcstg. Co. (WHK), Ch. 19 [B•T, June 9]; WJW Inc., (WJW), Ch. 19 [B•T, July 28]; Cleveland Bcstg. Inc. (WERE), Ch. 65 [B•T, July 7]; WGAR Bcstg. Co. (WGAR), Ch. 65 [B•T, July 28].

164. CINCINNATI, Ohio (Ch. 5, 9, 12, *48, 54, 74)—**Operating:** WLWT (TV), Ch. 5 (now on Ch. 4); WCPO-TV, Ch. 9 (now on Ch. 7); WKRC-TV, Ch. 12 (now on Ch. 11). **None pending.**

165. COLUMBUS, Ohio (Ch. 4, 6, 10, *34, 40)—**Operating:** WLWC (TV), Ch. 4 (now on Ch. 3); WTVN (TV), Ch. 6; WBNS-TV, Ch. 10. **None pending.**

166. ATLANTA, Ga. (Ch. 2, 5, 11, *30, 36) — **Operating:** WSB-TV, Ch. 2; WAGA-TV, Ch. 5; WLTV (TV), Ch. 11 (now on Ch. 8). **None pending.**

167. CHICAGO (Ch. 2, 5, 7, 9, *11, 20, 26, 32, 38, 44)—**Operating:** WBKB (TV), Ch. 2 (now on Ch. 4); WNBQ (TV), Ch. 5; WENR-TV, Ch. 7; WGN-TV, Ch. 9. **Pending:** Zenith Radio Corp. (WEFM-FM), Ch. 2 [B•T, June 9]; Johnson-Kennedy Radio Corp. (WIND), Ch. 20 [B•T, July 14]; WHFC Inc. (WHFC), Ch. 20 [B•T, July 7].

168. DISTRICT OF COLUMBIA, Washington (Ch. 4, 5, 7, 9, 20, *26)—WNBW (TV), Ch. 4; WTTG (TV), Ch. 5; WMAL-TV, Ch. 7; WTOP-TV, Ch. 9. **Pending:** Metropolitan Television Corp. (WGMS), Ch. 20 [B•T, July 7]; Arlington-Fairfax Bcstg. Co. (WEAM Arlington, Va.), Ch. 20 [B•T, July 14]; Capital Bcstg. Co. (WWDC), Ch. 20 [B•T, July 28].

169. NEW YORK CITY (Ch. 2, 4, 5, 7, 9, 11, *25, 31)—**Operating:** WCBS-TV, Ch. 2; WNBT (TV), Ch. 4; WABD (TV), Ch. 5; WJZ-TV, Ch. 7; WOR-TV, Ch. 9; WPIX (TV), Ch. 11. **Pending:** City of New York Municipal Bcstg. System (WNYC), Ch. 31 [B•T, April 28].

170 LOS ANGELES (Ch. 2, 4, 5, 7, 9, 11, 13, 22, *28, 34)—**Operating:** KNXT (TV) Ch. 2; KNBH (TV), Ch. 4; KTLA (TV), Ch. 5; KECA-TV, Ch. 7; KHJ-TV, Ch. 9; KTTV (TV), Ch. 11; KLAC-TV, Ch. 13. **Pending:** John Poole Bcstg. Co. (KBIG Avalon), Ch. 22 [B•T July 7]; U. of Southern California, Ch. *28 [B•T, Aug. 4].

GROUP B-3

171. DES MOINES, Iowa (Ch. 8, *11, 13, 17, 23)—**Pending:** Murphy Bcstg. Co. (KSO), Ch. 8 [B•T, July 7]; Central Bcstg. Co. (WHO), Ch. 13 [B•T, July 7]; Independent Bcstg. Co. (KIOA), Ch. 13 [B•T, July 7].

172. HARTFORD, Conn. (Ch. 3, 18, *24)—**Pending:** Travelers Bcstg. Service Co. (WTIC), Ch. 3 [B•T, May 21]; Connecticut Bcstg. Co. (WDRC), Ch. 3 [B•T, July 7]; General Teleradio Inc. (WOR New York), Ch. 18 [B•T, July 14]; Hartford Times Inc. (WTHT), Ch. 18 [B•T, July 7].

173. TACOMA, Wash. (Ch. 11, 13, *56, 62) — **Pending:** Tribune Pub. Co. (KTRW), Ch. 11 [B•T, June 16]; KMO Inc. (KMO), Ch. 13 [B•T, June 16].

174. SAN JOSE, Calif. (Ch. 11, 48, *54, 60)—**Pending:** FM Radio and Television Corp., Ch. 11 [B•T, this issue and July 14]; Standard Radio and Television Co., Ch. 11 [B•T, July 21].

175. WINSTON-SALEM, N. C. (Ch. 12, 26, *32)—**Pending:** Winston-Salem Bcstg. Co. (WTOB), Ch. 12 [B•T, July 7]; Piedmont Pub. Co. (WSJS), Ch. 12 [B•T, July 7]; Mary Pickford Rogers, Ch. 12 [B•T, July 7].

176. ALTOONA, Pa. (Ch. 10, 19, 25) —**Pending:** Gordon W. Levoy and John C. Kahn, Ch. 10 [B•T, July 7]; Gable Bcstg. Co. (WFBG), Ch. 10 [B•T, July 7].

177. PETERSBURG, Va. (Ch. 8, 41)—**Pending:** Southside Virginia Bcstg. Corp. (WSSV), Ch. 8 [B•T, May 26]; Lee Bcstg. Corp. (WLEE Richmond), Ch. 8 [B•T, July 7].

178. MESA, Ariz. (Ch. 12) — **None pending.**

GROUP B-4

179. ST. LOUIS (Ch. 4, 5, *9, 11, 30, 36, 42)—**Operating:** KSD-TV, Ch. 5. **Pending:** KWK Inc. (KWK), Ch. 4 [B•T, July 7]; KXOK Inc. (KXOK), Ch. 4 [B•T, July 7]; St. Louis Amusement Co., Ch. 11 [B•T, July 7]; St. Louis Telecast Inc. (WEW), Ch. 11 [B•T, June 30]; Broadcast House Inc. (KSTL), Ch. 36 [B•T, Aug. 4]; Meredith Engineering Co., Ch. 4 [B•T, this issue and Aug. 4]; Cecil W. Roberts, Ch. 36 [B•T, this issue].

180. PITTSBURGH (Ch. 2, 11, *13, 16, 47, 53)—**Operating:** WDTV (TV), Ch. 2 (now on Ch. 3). **Pending:** Westinghouse Radio Stations Inc. (KDKA), Ch. 11 [B•T, June 23]; WWSW Inc. (WWSW), Ch. 11 [B•T, July 7]; Pittsburgh Radio Supply House Inc. (WJAS), Ch. 11 [B•T, July 14]; WCAE Inc. (WCAE), Ch. 11 [B•T, this issue].

181. BUFFALO - NIAGARA FALLS, N. Y. (Ch. 2, 4, 7, 17, *23, 59)—**Operating:** WBEN-TV Buffalo, Ch. 4. **Grant:** New York U. Board of Regents, Ch. *23 [B•T, Aug. 4, July 28]. **Pending:** WGR Bcstg. Corp. (WGR Buffalo), Ch. 2 [B•T, June 30]; Niagara Falls Gazette Pub. Co. (WHLD Niagara Falls), Ch. 2 [B•T, July 7]; Buffalo Courier-Express Inc. (WEBR Buffalo), Ch. 7 [B•T, July 21]; WKBW Inc. (WKBW) Ch. 7 [B•T, this issue]; Chataqua Bcstg. Co., Ch. 17 [B•T, this issue].

182. MILWAUKEE, Wis. (Ch. 4, *10, 12, 19, 25, 31)—**Operating:** WTMJ-TV, Ch. 4 (now on Ch. 3). **Pending:** Hearst Corp. (WISN), Ch. 10 [B•T, July 7]; Milwaukee Area Telecasting Corp., Ch. 12 [B•T, July 28]; Milwaukee Bcstg. Co. (WEMP), Ch. 12 [B•T, July 14]; Wisconsin Bcstg. Co. (WFOX), Ch. 12 [B•T, July 7]; Bartell Bcstrs. Inc. (WOKY), Ch. 19 [B•T, July 14].

183. HOUSTON, Tex. (Ch. 2, *8, 13, 23, 29, 39)—**Operating:** KPRC-TV, Ch. 2. **Pending:** U. of Houston (KUHF-FM) and Houston Independent School District, jointly, Ch. *8 [B•T, July 14]; Shamrock Bcstg. Co. (KXYZ), Ch. 13 [B•T, July 14]; South Texas Television Co., Ch. 13 [B•T, July 14]; Houston Area Television Co., Ch. 13 [B•T, July 14]; KTRH Bcstg. Co. (KTRH), Ch. 13 [B•T, July 14]; Lechner Television Co., Ch. 13 [B•T, July 14]; UHF Television Co., Ch. 23 [B•T, June 30]; John B. Hill, Ch. 29 [B•T, Aug. 4].

184. NEW ORLEANS, La. (Ch. *2, 4, 6, 20, 26, 32, 51)—**Operating:** WDSU-TV, Ch. 6. **Pending:** Loyola U. (WWL), Ch. 4 [B•T, June 23]; James A. Noe (WNOE), Ch. 4 [B•T, July 7]; New Orleans Television Co., Ch. 20 [B•T, June 30]; WSMB Inc. (WSMB), Ch. 20 [B•T, July 7]; Community Television Corp., Ch. 26 [B•T, June 23].

185. SEATTLE, Wash. (Ch. 4, 5, 7, *9, 20, 26)—**Operating:** KING-TV, Ch. 5. **Pending:** Fisher's Blend Station Inc. (KOMO), Ch. 4 [B•T, June 9]; Queen City Bcstg. Co. (KIRO), Ch. 4 [B•T, July 7]; KXA Inc. (KXA), Ch. 7 [B•T, May 19]; Totem Bcstrs. Inc. (KJR), newly purchasd by Mt. Rainier Radio and Television Bcstg. Corp. [FCC ROUNDUP, July 21], Ch. 7 [B•T, July 14]; Mt. Rainier Radio and Television Bcstg. Co., Ch. 7 [B•T, July 28].

186. KANSAS CITY, Mo. (Ch. 4, 5, 9, *19, 25, 65)—**Operating:** WDAF-TV, Ch. 4. **Pending:** KCMO Bcstg. Co. (KCMO), Ch. 5 [B•T, June 23]; WHB Bcstg. Co. (WHB), Ch. 9 [B•T, July 7]; Midland Bcstg. Co. (KMBC), Ch. 9 [B•T, May 19].

187. INDIANAPOLIS, Ind. (Ch. 6, 8, 13, *20, 26, 67)—**Operating:** WFBM-TV, Ch. 6. **Pending:** Universal Bcstg. Co. (WISH), Ch. 8 [B•T, June 23]; Television Indianapolis Inc. (WXLW Indianapolis and WKRC Cincinnati each part owner), Ch. 8 [B•T, July 14]; Crosley Bcstg. Corp. (WLW Cincinnati), Ch. 8 [B•T, Aug. 4]; Mid-West TV Corp., Ch. 13 [B•T, June 30]; WIBC Inc. (WIBC), Ch. 13 [B•T, July 14]; Indianapolis Bcstg. Inc. (WIRE), Ch. 13 [B•T, July 14].

188. MEMPHIS., Tenn. (Ch. 3, 5, *10, 13, 42, 48)—**Operating:** WMCT (TV) Ch. 5 (now on Ch. 4). **Pending:** WREC Bcstg. Service (WREC), Ch. 3 [B•T, April 21]; WMPS Inc. (WMPS), Ch. 13 [B•T, July 7].

189. NORFOLK-PORTSMOUTH-NEWPORT NEWS, Va. (Ch. 3, 10, 15, *21, 27, 33)—**Operating:** WTAR-TV Norfolk, Ch. 3 (now on Ch. 4). **Pending:** Cavalier Bcstg. Corp. (WCAV Norfolk), Ch. 10 [B•T, July 7]; Hampden Roads Bcstg. Corp. (WGH Newport News), Ch. 10 [B•T, June 30]; Eastern Bcstg. Corp. (WHYU Newport News), Ch. 33 [B•T, July 14].

190. SAN DIEGO, Calif. (Ch. 8, 10, *15, 21, 27, 33, 39)—**Operating:** KFMB-TV, Ch. 8. **Pending:** Airfan Radio Corp. (KFSD), Ch. 10 [B•T, July 14].

191. ROCHESTER, N. Y. (Ch. 5, 10, 15, *21, 27)—**Operating:** WHAM-TV, Ch. 5 (now on Ch. 6). **Grant:** New York State Board of Regents, Ch. *21 [B•T, Aug. 4, July 28]. **Pending:** WHEC Inc. (WHEC), Ch. 10 [B•T, July 7]; Veterans Bcstg. Co. (WVET), Ch. 10 [B•T, July 7]; Meredith Engineering Co., Ch. 15 [B•T, Aug. 4].

192. TOLEDO, Ohio (Ch. 11, 13, *30) —**Operating:** WSPD-TV, Ch. 13. **Pending:** Toledo Blade Co., Ch. 11 [B•T, July 14]; Unity Corp. (WTOD), Ch. 11 [B•T, July 28].

193. MIAMI, Fla. (Ch. *2, 4, 7, 10, 27, 33)—**Operating:** WTVJ (TV), Ch. 4. **Pending:** Lindsay Hopkins Vocational School, Ch. *2 [B•T, July 7]; Isle of Dreams Bcstg. Corp. (WIOD), Ch. 7 [B•T, June 9]; Miami Bcstg. Co. (WQAM), Ch. 7 [B•T, June 23]; WKAT Inc. (WKAT), Ch. 10 [B•T, June 23]; Storer Bcstg. Co. (WGBS), Ch. 10 [B•T, July 7]; Sun Coast Bcstg. Corp. (WMIE), Ch. 27 [B•T, July 7].

194. OKLAHOMA CITY, Okla. (Ch. 4, 9, *13, 19, 25)—**Operating:** WKY-TV, Ch. 4. **Pending:** KOMA Inc. (KOMA), Ch. 9 [B•T, July 7]; Oklahoma Television Corp., Ch. 9 [B•T, July 14]; Oklahoma County Bcstg. Corp. (KWCO Chickasha, Okla.), Ch. 25 [B•T, June 30].

195. RICHMOND, Va. (Ch. 6, 12, *23, 29)—**Operating:** WTVR (TV), Ch. 6. **Pending:** Richmond Newspapers Inc. (WRNL), Ch. 12 [B•T, June 30]; Larus & Bro. Co. (WRVA), Ch. 12 [B•T, June 30].

196. JACKSONVILLE, Fla. (Ch. 4, *7, 12, 30, 36)—**Operating:** WMBR-TV, Ch. 4. **Pending:** City of Jacksonville (WJAX), Ch. 12 [B•T, June 30]; Jacksonville Bcstg. Corp. (WPDQ), Ch. 12 [B•T, July 14]; Southern Radio and Equipment Co. (WOBS), Ch. 30 [B•T, July 7].

197. TULSA, Okla. (Ch. 2, 5, *11, 17, 23)—**Operating:** KOTV (TV), Ch. 6. **Pending:** Southwestern Sales Corp. (KVOO), Ch. 2 [B•T, July 7]; All Oklahoma Bcstg. Co. (KRMG), Ch. 2 [B•T, July 28]; Tulsa Television Co., Ch. 17 [B•T, Aug. 4].

198. NASHVILLE, Tenn. (Ch. *2, 4, 5, 8, 30, 36)—**Operating:** WSM-TV, Ch. 4. **Pending:** Capitol Bcstg. Co. (WKDA), Ch. 5 [B•T, July 14]; Life and Casualty Insurance Co. of Tennessee (WLAC), Ch. 5 [B•T, July 28]; WSIX Bcstg. Station (WSIX), Ch. 8 [B•T, July 14].

199. CHARLOTTE, N. C. (Ch. 3, 9, 36, *42)—**Operating:** WBTV (TV), Ch. 3. **Pending:** Radio Station WSOC Inc.

(Continued on page 86)

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

HOOPER ELECTS

Three as Vice Presidents

ELECTION of three vice presidents of C. E. Hooper Inc.—Nadine E. Miller and W. Bruce McEwen, who were elevated to vice presidencies, and Richard K. Doan, who is resigning as program director of WCBS-TV New York to

Mr. McEwen

Miss Miller

join the program rating organization—was announced by the company last week.

Miss Miller, director of press and public relations for the Hooper firm for the past five years, will retain her present responsibilities and in addition will have charge of subscriber relations pertaining to the time buying departments of advertisers and agencies. Miss Miller is president of the Advertising Women's Club of New York and a member of American Women in Radio and Television and of the Committee on Women in Public Relations.

Mr. McEwen, who has been account executive on advertising and agency subscribers for several years, will be in charge of service on radio and television to advertisers and agencies.

Mr. Doan

Mr. Doan, who joins the Hooper organization on Aug. 18 after two and a half years as WCBS-TV program director, will be in charge of the Hooper service to television stations.

programs promotion premiums

WESTERN UNION has installed a direct line to WOR-TV New York studios, following an avalanche of phone calls and telegrams in response to the station's new program, *The All-Night Show*. When the show began on July 19, so many fans phoned to congratulate m. c., Fred Robbins that he pleaded with televiewers to send telegrams. This, WOR-TV reported, resulted in overburdening messengers. The station said that the direct line has restored the "all-quiet" again.

LITTLE LEAGUE BASEBALL

PERMISSION has been given to WLYC-AM-FM Williamsport, Pa., to promote Little League baseball during station breaks while broadcasting New York Yankee baseball games. During the Pennsylvania Little League playoffs beginning Aug. 6, the station will be allowed to broadcast Little League games even though they conflict with Yankee games.

BIG SCREEN NEWSREEL

IN PLACE of the usual motion picture newsreel at the Carib Theatre in Miami Beach, WTVJ (TV) Miami's *Meet the News* is now being shown. The show, telecast Mon.-Fri., 6-6:10 p.m., is picked up by the theatre at the same time it is received by home televiewers. RCA projection equipment magnifies both picture and sound at least 15 times to flash the show on the movie screen.

WARL'S "MISS KISSABLE"

SEARCH for the most beautiful lips in the Washington, D. C. area is being conducted by Jack Laurence of WARL Arlington, Va., in the station's "Miss Kissable" contest. During first 21 days of the contest 19 stories featuring it appeared in Washington's four dailies. Local Jaycees named a member to be one of the judges, a commercial flying service named one of its planes "Miss Kissable;" a bandleader appearing locally composed and featured "Miss Kissable Mombo" and merchants donated $2,000 in prizes including an all-expense trip for two people to Bermuda.

DEAD OR ALIVE?

SET on proving or disproving the "flying saucer" stories, WCUE Akron, Ohio, has offered $1,000 to the first person who brings in a piece of a bona fide flying saucer to the station. Authenticity of materials submitted will be determined by Dr. R. E. Thackeray of the Akron U. physics department, according to WCUE President-General Manager Tim Elliot.

KLZ TALENT HUNT

MORE than 1,000 television hopefuls responded to a TV talent hunt conducted by KLZ Denver in what the station claimed was the largest such undertaking ever held in the Rocky Mountain area. The one-day tests were held in cooperation with Hoffman Radio & Television Corp., according to Mark Schreiber, president of Schreiber Adv., who was m.c. for the event.

BIRTHDAY FOLDER

FOLDER with large "30" atop microphone-bedecked cake serves as illustration on folder distributed by WFBR Baltimore on the occasion of its 30th anniversary on the air. WFBR claims to have originated the first live speech by a President of the U.S.

FAIR COVERAGE

VISITORS to the Ohio State Fair on Aug. 25 will see WLW Cincinnati originate its *Everybody's Farm Hour* from the machinery display tent there, with Harry Andrews, assistant director of WLW's farm program department, discussing machinery, and WLW Farm Director John Butler interviewing visitors and machinery experts. The station also expects to cover the Indiana and Kentucky state fairs.

FILMS ON THE NAVY

RESIDENTS in southern Florida will be given a chance to see the Navy at work through the facilities of WTVJ (TV) Miami. Ralph Renick, news director, left last week to join the Naval Air Reserve training unit at Pensacola. He will travel with the unit on a three day training tour in the Caribbean and take 16mm films for use on WTVJ news shows.

'SAVE IT' FOR WBTV (TV)

CONFEDERATE money is legal tender in an auction-type show, *Money2Burn*, over WBTV (TV) Charlotte, N. C. Reproductions of Confederate money, required for admission to the show, are distributed with purchases made from the show's sponsor, a regional drug chain. Show features an Old South motif.

KHON'S 'MRS. HAWAII'

HAWAII will send a contestant to the "Mrs. America" beauty pageant at Asbury Park, N. J., Sept. 7, with the Hawaiian eliminations being conducted by KHON Honolulu. "Mrs. Hawaii" will be flown to the U. S. for the contest, according to Miss Claire Justice, women's director at KHON.

WKY-TV BUILDS CORRAL

CATTLE PEN has been erected by WKY-TV Oklahoma City at the rear of its new studio building. WKY-AM-TV farm reporters Sandy Saunders and Harold Dedrick are using the corral for their daily *Oklahoma Farmer* TV program, with coverage from a camera at the studio's rear doors and with pencil microphones for interviews.

KFXD AREA BROCHURE

BROCHURE showing new day and night coverage of KFXD Nampa, Ida., is being offered to any requesting agency or station. Included are market statistics on counties in the KFXD coverage area, agricultural and industrial output, lists of dealers in farm supplies, implements and automobiles who use KFXD, and field strength measurements comparing KFXD with other stations in southwestern Idaho and eastern Oregon.

BOSTONIANS SEE 'TV CITY'

WEEI Boston and CBS Television jointly sponsored an exhibit of a two-ton working model of the new "CBS Television City" under construction in Los Angeles, where operations are scheduled to begin Oct. 1. The big model was on exhibit at Jordan Marsh Co. store, Boston.

KITE TWISTS SLOGAN

CAPITALIZING on the outcome of the recent Republican convention, KITE San Antonio is using the "I Like Ike" slogan to its own advantage. Buttons have been distributed by the station proclaiming "I Like KITE."

'BALLAD CORNER'

TREND toward folk music has prompted WSTC Stamford, Conn., to initiate a new program, *Ballad Corner*, with Inki Blass, a Radcliffe College student, as hostess on the show scheduled for the remainder of the summer. Well known folk and ballad singers will be featured on the 15-minute weekly broadcast.

MERCHANDISE PRIZES

ARMOUR Star *Market Basket* is being aired twice weekly on WSB Atlanta with Bob Van Camp as host. Program originates in one of the city's Colonial Stores. Shoppers are questioned and correct answers bring packages of Armour sausage and wieners. A jackpot question is posed to each participant. The person coming closest to the correct answer receives $20 worth of sponsor's products.

SAFETY SPOT CITED

WGIV Charlotte, N. C., has been cited by the city's police department for its part in aiding traffic safety, especially for schoolchildren. WGIV aired a 75-word announcement 1,430 times during the past school term.

IN FOUR SHORT YEARS!

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ **With Listeners**

★ **With Local Advertisers**

IT's WVAM, more than ever, as we observe our fourth birthday

first with the finest
DAY AND NIGHT

Weed & Co. *representatives*

WVAM CBS 1430 Dial

Yes,

KWK's LOW-low cost per 1000 radio homes delivered is music... and makes

KWK the radio buy in St. Louis!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

Current Status of City Priority List

(Continued from page 84)

(WSOC), Ch. 9 [B•T, June 30]; Bcstg. Co. of the South (WIST), Ch. 9 [B•T, July 7]; Inter-City Adv. Co. of Charlotte Inc. (WAYS), Ch. 9 [B•T, July 21].

200. **PHOENIX, Ariz.** (Ch. 3, 5, *8, 10) —**Operating:** KPHO-TV, Ch. 5. **Pending:** KTAR Bcstg. Co. (KTAR), Ch. 3 [B•T, July 7]; Maricopa Bcstrs. Inc. (KOOL), Ch. 10 [B•T, July 7]; KOY Bcstg. Co. (KOY), Ch. 10 [B•T, July 28].

201. **ALBUQUERQUE, N. M.** (Ch. 4, *5, 7, 13)—**Operating:** KOB-TV, Ch. 4. **Pending:** Greer & Greer, Ch. 7 [B•T, June 30, April 21]; New Mexico Bcstg. Co. (KGGM), Ch. 13 [B•T, July 21]; Alvarado Bcstg. Co. (KOAT), Ch. 7, [B•T, this issue and July 7].

202. **HUNTINGTON, W. Va.** (Ch. 3, 13, *53)—**Operating:** WSAZ-TV, Ch. 3 (now on Ch. 5). **Pending:** Ashland Bcstg. Co. (WCMI), Ch. 13 [B•T, July 7]; Huntington Bcstg. Co. (WPLH), Ch. 13 [B•T, July 7]; Greater Huntington Radio Corp. (WHTN), Ch. 13 [B•T, July 14].

GROUP B-5

203. **OGDEN, Utah** (Ch. 9, *18, 24)—**None pending.**

204. **PROVO, Utah** (Ch. 11, 22, *28)—**Pending:** KOVO Bcstg. Co. (KOVO), Ch. 11 [B•T, Aug. 4].

205. **FORT WORTH, Tex.** (Ch. 5, 10, 20, *26)—**Operating:** WBAP-TV, Ch. 5. **Pending:** Lechner Television Co., Ch. 10 [B•T, July 7]; Texas State Network Inc. (KFJZ), Ch. 10 [B•T, July 14]; Tarrant Television Co., Ch. 20 [B•T, July 7].

206. **PROVIDENCE, R. I.** (Ch. 10, 12, 16, *32)—**Operating:** WJAR-TV, Ch. 10 (now on Ch. 11). **Pending:** Cherry & Webb Bcstg. Co. (WPRO), Ch. 12 [B•T, July 7]; New England Television Co. of Rhode Island, Ch. 16 [B•T, July 28].

207. **MINNEAPOLIS - ST. PAUL, Minn.** (Ch. *2, 4, 5, 9, 11, 17, 23)—**Operating:** WTCN-TV, Ch. 4; KSTP-TV, Ch. 5. **Pending:** Family Bcstg. Corp. (KEYD) Ch. 9 [B•T, June 30]; Independent Bcstg. Co. (WLOL), Ch. 9 [B•T, July 7]; Upper Midwest Television Co., Ch. 9 [B•T, July 14]; Twin Cities Bcstg. Corp. (WDGY), Ch. 9 [B•T, July 28]; Meredith Engineering Co., Ch. 11 [B•T, Aug. 4]; Minnesota Television Public Service Corp. (WTCN), Ch. 11 at St. Paul [B•T, June 9]; WMIN Bcstg. Co. (WMIN St. Paul), Ch. 11 [B•T, July 21]; South St. Paul Telecasting Co. (WCOW South St. Paul), Ch. 17 [B•T, this issue].

208. **BOSTON** (Ch. *2, 4, 5, 7, 44, 50, 56) — **Operating:** WBZ-TV, Ch. 4; WNAC-TV, Ch. 7. **Pending:** Hildreth & Rogers (WLAW), Ch. 5 [B•T, July 7]; Matheson Radio Co. (WHDH), Ch. 5 [B•T, July 21]; E. Anthony & Sons Inc. (WNBH New Bedford), Ch. 50 [B•T, July 7].

209. **SAN ANTONIO, Tex.** (Ch. 4, 5, *9, 12, 35, 41)—**Operating:** WOAI-TV, Ch. 4; KEYL (TV), Ch. 5. **Pending:** Bexar County Television Corp. (KABC), Ch. 12 [B•T, July 7]; Mission Bcstg. Co. (KONO) Ch. 12 [B•T, July 7]; Sunshine Bcstg. Co. (KTSA), Ch. 12 [B•T, July 7]; Alamo Television Co., Ch. 35 [B•T, July 7].

210. **OMAHA, Neb.** (Ch. 3, 6, 7, *16, 22, 28)—**Operating:** KMTV (TV), Ch. 3; WOW-TV, Ch. 6. **Pending:** KFAB Bcstg. Co. (KFAB), Ch. 7 [B•T, July 7]; Herald Corp., Ch. 7 [B•T, July 7]; Inland Bcstg. Co. (KBON), Ch. 7 [B•T, July 14].

211. **SALT LAKE CITY, Utah** (Ch. 2, 4, 5, *7, 20, 26)—**Operating:** KDYL-TV, Ch. 4; KSL-TV, Ch. 5. **None pending.**

212. **SAN FRANCISCO** (Ch. 2, 4, 5, 7, *9, 20, 26, 32, 38, 44)—**Operating:** KRON-TV, Ch. 4; KPIX (TV), Ch. 5; KGO-TV, Ch. 7. **Pending:** Tribune Bldg. Co. (KLX Oakland), Ch. 2 [B•T, June 30].

TERRITORIES

HONOLULU, Hawaii (Ch. 2, 4, *7, 9, 11, 13)—**Grant:** Hawaiian Bcstg. System (KGMB), Ch. 9 (see story, this issue). **In hearing:** Island Bcstg. Co. (KPOA), Ch. 4 [B•T, July 14], and Advertiser Pub. Co., Ch. 4 [B•T, June 9]; Pacific Frontier Bcstg. Co. (KULA), Ch. 2 [B•T, July 7], and Royaltel, Ch. 2 [B•T, June 9]. **Pending:** Radio Honolulu Ltd., Ch. 11 [B•T, July 7]; Hawaiian Bcstg. System (KGMB), Ch. 9 [B•T, July 21].

SAN JUAN, P. R. (Ch. 2, 4, *6)—**Grant:** El Mundo Bcstg. Corp. (WKAQ), Ch. 2 [B•T, July 28]. **In hearing:** Jose Ramon Quinones (WAPA), Ch. 4 [B•T, June 2, April 21]; American Colonial Bcstg. Corp. (WKVM), Ch. 4 [B•T, July 28].

EDUCATIONAL GRANTS

MANHATTAN, Kan.—Kansas State College of Agriculture and Applied Science (KSAC), Ch. *8 [B•T, Aug. 4, July 28].

ALBANY, N. Y.—Regents of U. of New York State, Ch. *17 [B•T, Aug. 4, July 28].

BUFFALO, N. Y.—Regents of U. of New York State, Ch. *23 [B•T, Aug. 4, July 28].

ROCHESTER, N. Y.—Regents of U. of New York State, Ch. *21 [B•T, Aug. 4, July 28].

EDUCATIONAL APPLICATIONS

LOS ANGELES—U. of Southern California, Allan Hancock Foundation, Ch. *28 [B•T, Aug. 4].

SAN FRANCISCO—Bay Area Educational Television Assn., Ch. *9 [B•T, July 14].

MIAMI, Fla.—Lindsay Hopkins Vocational School, Dade County, Ch. *2 [B•T, July 28, 7].

NEW BRUNSWICK, N. J.—State of New Jersey, Ch. *19 [B•T, Aug. 4].

BINGHAMTON, N. Y.—New York State U. Board of Regents, Ch. *46 [B•T, Aug. 4].

ITHACA, N. Y.—New York State U. Board of Regents, Ch. *14 [B•T, Aug. 4].

NEW YORK CITY—New York State U. Board of Regents, Ch. *25 [B•T, July 7].

SYRACUSE, N. Y.—New York State U. Board of Regents, Ch. *43 [B•T, July 7].

UTICA, N. Y.—New York State U. Board of Regents, Ch. *25 [B•T, Aug. 4].

HOUSTON, Tex.—U. of Houston and Houston Independent School District, jointly, Ch. *8 [B•T, July 14].

ELECTRONIC products manufactured by the Insuline Corp. of America, Long Island City, N. Y., will be displayed at the West Coast show and convention of the Institute of Radio Engineers, Long Beach, Calif., Aug. 27-29.

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AUG. 1 THROUGH AUG. 8

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp. synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91

MBS-WOR MOVE

Newsmen Get New Duties

MILTON BURGH, Mutual's news director, and Arthur Feldman, director of special events, last week were given additional responsibilities as heads of those departments of WOR New York, while Dave Driscoll, who has headed WOR news and special events 12 years, was named director of news and special events for WOR-TV [B•T, July 28].

The appointments are part of the realignment program designed to bring Mutual and WOR-AM-TV operations closer under their new ownership by General Tire & Rubber Co. They were announced by William H. Fineshriber Jr., executive vice president of Mutual-WOR.

Edythe Meserand will continue to assist Mr. Driscoll in the development of news and special events programming for the television station.

THREE additional markets were added to sales of United Television Programs' feature films last week. *Hollywood Off-Beat*, half-hour detective series starring Melvyn Douglas, has been sold to WFBM-TV Indianapolis beginning Aug. 9, and WBTV (TV) Charlotte beginning Aug. 5, to be sponsored on both stations by Serutan Co. KFMB-TV San Diego has purchased UTP's hour-long film *Olympic Cavalcade* showing 1936 Olympic games.

* * *

August 5 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WINZ Hollywood-Miami, Fla.—Mod. CP, as modified, which authorized power increase and changes in DA, for extension of completion date.

WLCS Baton Rouge, La.—Mod. CP, which authorized change in frequency, power increase, new trans. and DA-DN, for extension of completion date.

Modification of CP

WJAZ Albany, Ga.—Mod. CP, which authorized new AM, for approval of ant., trans. and main studio location and change type of trans.

KBWL Blackwell, Okla.—Mod. CP which authorized new AM for approval of ant. trans. location as State Highway #11, 1¼ mile NE center of Blackwell; specify main studio location as First National Bank Bldg., Main St. & Blackwell Ave., Blackwell, and change type trans.

Change Transmitter Location

WCPO Cincinnati—CP to change trans. location install new trans. and make changes in ant. system.

WHVF Wausau, Wis.—Mod. CP, which authorized new AM, to change trans. location; type of trans., and change ant. system.

Change ERP

WHBF-TV Rock Island, Ill.—CP to change ERP from 11 kw vis. 5.5 kw aur. to 100 kw vis. 50 kw aur. and change type trans. AMENDED re change in type trans.

TENDERED FOR FILING

Change ERP

WTVR (TV) Richmond, Va.—Mod. CP to change ERP from 2 kw vis. 1 kw aur. to 100 kw vis. 50 kw aur.

August 5 Decisions . . .

BY BROADCAST BUREAU

AM—790 kc

WQXI Atlanta, Ga.—Granted license covering change to 790 kc, 1 kw, 5 kw-

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LS, DA-N, U.

Change Antenna System

WHK-FM Cleveland, Ohio—Granted Mod. CP to change ant. system.

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown: WSAI-FM Cincinnati, to 2-13-53; WEEK Peoria, Ill., to 8-15-52; KGEZ Kalispell, Mont., to 9-15-52; KABI Ketchikan, Alaska, to 10-15-52.

AM—550 kc

WPAW Pawtucket, R. I.—Granted license covering change to 550 kc, 1 kw-D.

Change Transmitter Location

WIPR Santurce, P. R.—Granted li-

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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Help Wanted

WPAZ, Pottstown, Pennsylvania successful kw independent daytimer, has openings for morning man, copywriter director, disc jockey. Salary plus participation in profit sharing plan.

Managerial

Wanted: Man experienced in selling and all other phases of radio, to manage AM operation in good-sized Virginia market. Salary commensurate with ability. Good working conditions. Permanent job for the right man. Send all details first letter. Box 947P, BROADCASTING • TELECASTING.

Salesmen

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. $100 weekly guarantee. Personal interview required. State age, experience. Box 930P, BROADCASTING • TELECASTING.

Salesman—Wonderful opportunity young, aggressive idea-man, opportunity becoming commercial manager. Well-established, successful, network station Southwest. Third market, however, non-metropolitan. Fine town to make your home, with a sound newspaper-affiliated radio station commanding respect. TV applied for. Interested only in high type, clean, aggressive man. If you fill the bill, we'd like to meet you. Maybe you'd like to learn more about us, too. Box 937P, BROADCASTING • TELECASTING.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to local advertisers. Excellent salary guarantee with commission arrangement. Opportunity for advancement. KCMC AM-FM (TV applicant) Texarkana, Ark.-Tex.

Experienced salesman wanted. Good potential market, liberal commission and draw. KNBR, North Platte, Nebraska.

Salesman, good draw against commission. WGAT, Utica, New York.

Wanted: Good radioman to assist manager in sales and inside work; also salesman-announcer to operate remote studio. Airmail qualifications to James Childress, WHCC, Waynesville, N. C.

Help Wanted (Cont'd)

10,000 watt mutual station needs a good salesman now. Fair guarantee against 15%. Protected accounts. Write Robert J. Rich, General Manager, WREX, Duluth, Minnesota.

Salesman-announcer. Fine opportunity for experienced salesman who is good announcer, preferably in early 30's. Seventy-five dollars weekly to start. Write immediately to Ray Moss, Radio Station WSSV, Petersburg, Virginia.

Young aggressive salesman for metropolitan station. Some experience preferred. Guaranteed salary plus commission. Write full details to Joseph R. Fife, Station WWCA, Gary, Indiana.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Morning man for 5 kw NBC New England coast. We need experience, friendliness, capability in early riser to augment good staff and sell early farm and urban audience. Photo, tape/disc, detailed background and salary first letter. Box 648P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Wanted: Staff announcer with car. Prefer man with independent station experience. Send tape or disc, photo, details to Box 812P, BROADCASTING • TELECASTING.

Announcer. 250w Mutual. Population 13,000. Modern air conditioned studio. TVA Lakes housing available. Experience preferred, but qualified trainee considered. Box 816P, BROADCASTING • TELECASTING.

Established Michigan 1 kw (TV applicant). DJ announcer strong on music and news. Console experience preferred. Send disc and references. Box 877P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references, first letter. $80/44 hours. Box 900P, BROADCASTING • TELECASTING.

Sports announcer. Thoroughly experienced collegiate football and basketball play-by-play. Top voice and ability essential. North central Kentucky 1 kw station in fine college city. Send complete story, tape or disc and photo. Box 921P, BROACASTING • TELECASTING.

Combination engineer-announcer with emphasis on announcing. Pay commensurate with ability. Desire someone worth $70.00 per week. Iowa daytimer. Box 922P, BROADCASTING • TELECASTING.

Announcer-salesman for 1kw daytimer. Should be strong on sales, good newscaster and able to handle high school and textile sports . . . play-by-play. Send photo, disc or tape, details and references. $100 to $125 weekly earning to start. Permanent position. Box 931P, BROADCASTING • TELECASTING.

DJ for southeastern Michigan station. Outstanding opportunity for progress. Send audition and details to Box 939P, BROADCASTING • TELECASTING.

Announcer for woman's program and traffic work. Good indee. Write, giving experience, references and salary. Box 958P, BROADCASTING • TELECASTING.

Wanted: Two combination announcer-operators. First class ticket. 250 watt network station. Eastern city, 15,000 population. $1.50 per hour with time and a half for overtime. Guaranteed 44 hour week. Send complete information and audition, ET or tape. Opening in near future. Box 964P, BROADCASTING • TELECASTING.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMVI, Wailuku, Maui, Hawaii.

Announcer-engineer, 1000 watt, daytime station. Ray Dexter, KNBY, Newport, Arkansas.

5000 watt fulltime NBC station in city of 15,000 needs capable, experienced announcer to handle regular shift, including some news broadcasts. Would prefer combination man but will take announcer without ticket if he is the right man for the air work. Send audition disc, salary requirements, marital status, picture and short letter relating extent of experience plus references. Absoluely no applications from drunkards or floaters. Would prefer applicants who have worked in or lived in Kansas or adjacent state area. Address application to Ray Beals, KVGB, Great Bend, Kansas.

Immediate opening sports director, experienced in play-by-play. Good salary, moderate hours with progressive small town station. Will also require regular announcing duties. Audition and references required. Call, wire or write Manager, KXAR, Hope, Arkansas.

Wanted: Experienced announcer with selling experience. Good salary offered for announcing plus 15% commission on sales. No draw. Southerner preferred. Station WAPF AM-FM, McComb, Miss.

Announcer with first class ticket. $75.00 for 40 hours. WEBJ, Brewton, Alabama.

Combo announcer operator. First ticket. Immediate. WGAT, Utica, New York.

Two combination announcer engineers needed immediately. Salary open. CBS affiliate. WGWC, Selma, Alabama.

Help Wanted (Cont'd)

Looking to the future?—We need a good announcer with first phone, and executive ability. Right man will be groomed for station manager. Write WIRO, Ironton, Ohio.

Wanted immediately. Two combination announcer-engineers. Florida West coast city. Send audition, photo, resume, and salary requirements. WTRL, Bradenton, Florida.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Engineer position open, possibility of becoming chief. Permanent. Excellent salary. Box 899P, BROADCASTING • TELECASTING.

Chief engineer wanted immediately for AM operation in Midwest. Permanent position for right man. Box 945P, BROADCASTING • TELECASTING.

Engineer. 5kw station in city of half million in Midwest requires engineer with first class license. Salary range $75-$100 per week. Applicant for TV in several cities. Give resume of experience and education. Snapshot appreciated. Box 957P, BROADCASTING • TELECASTING.

Wanted: Two first class ticket holders. Chance to become chief. 250 watt network affiliate. Small Eastern city. $1.30 per hour with time and a half for overtime. Guaranteed 44 hour week. Opening in near future. Complete details first letter. Box 965P, BROADCASTING • TELECASTING.

Experienced announcer-engineer. Hospitalization, vacations, good working conditions. $80.00 week. College city 10,000. Apply at once. KAYS, Hays, Kansas.

Two thoroughly experienced men, good voices, first phone—one potential general manager, one familiar installation new equipment. Excellent salary. KCRE, Crescent City, Calif.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Combination engineer-announcer, best conditions and salary, WGTN, Georgetown, South Carolina.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

First phone transmitter operator. WJRI, Lenoir, North Carolina.

Need first class engineer at once. Offer $67.50 for 48 hours. Permanent. Transmitter and remotes, no studio. Excellent working conditions, insurance. Write, phone or wire WKIC, Hazard, Kentucky.

Immediately: Engineer-announcer for network station. Send salary requirements, background and disc first letter. WMLT, Dublin, Ga.

First class engineer for full time engineering position. Call Chief Engineer collect. WMOA, Marietta, Ohio.

Engineer with first class ticket needed immediately. Write, wire or phone collect to Ray Moss, WSSV, Petersburg, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Opening for chief engineer—combination work. Good salary. 40 hour week. Call Don Howard, 1017, Del Rio, Texas.

Production-Programming, Others

We want a copy man who is an experienced radio professional, who cannot only write to sell but whose ideas will spark sales and program department too. Regional independent, smaller Midwest city, solid ownership, fine place to live. Box 969P, BROADCASTING • TELECASTING.

Commercial copywriter for 5000 watt MBS affiliate. Immediate opening. Contact Wayne W. Cribb, KHMO, Hannibal, Missouri.

Wanted immediately: Local newsman, to gather and write. Permanent. 1 kilowatt, northern Illinois daytime independent. WKRS, P.O. Box 500, Waukegan, Illinois.

Classified Advertising

DEADLINE

- *undisplayed*—**Monday preceding publication date**
- *display*—**Tuesday preceding publication date**

Help Wanted (Cont'd)

Television

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning September. Experience essential. Chance for graduate work. Box 940P, BROADCASTING • TELECASTING.

Situations Wanted

Full, experienced staff radio announcers, bookkeeper, continuity writers, engineer, news editor, traffic director, and women's director desire positions new radio station. Box 954P, BROADCASTING • TELECASTING.

Managerial

Capable organizer-supervisor, extensive radio and communications background, practicing lawyer with first class ticket, age 34, married, available for interview. Box 889P, BROADCASTING • TELECASTING.

Five years experience all phases radio. Desire step up to managership or TV. First phone, 32, draft exempt, $85 minimum. Now employed. Box 928P, BROADCASTING • TELECASTING.

Account executive in large market, desires commercial manager position in smaller market in Midwest or East. Box 938P, BROADCASTING • TELECASTING.

Assistant sales manager with proven sales record interested in commercial manager spot and opportunity to work into TV. Dry climate preferred. Write Box 955P, BROADCASTING • TELECASTING.

Competent experienced manager. Strong on sales. Not afraid of rundown station or tough market. Desire percentage deal. Box 959P, BROADCASTING • TELECASTING.

Mature man now employed, wishes take over small station as manager. 15 years radio, 15 years New York stock exchange. Call 3071, Clifton Forge, Virginia.

Announcers

Disc jockey personality with first class license available now for metropolitan market association. Complete and productive. Net and indie AM and TV experience. Box 836P, BROADCASTING • TELECASTING.

Announcer, single, draft exempt. Excellent references. South preferred. Box 923P, BROADCASTING • TELECASTING.

Experienced announcer, six years. College background, musical training, family man. Box 924P, BROADCASTING • TELECASTING.

Cheap announcer . . . absolutely not!! My "airability" reacts pleasantly and effectively to listeners' and sponsors' ears. Will make change only for bigger opportunity. Good disc-commercial man. Desire station within 200 miles of Chicago. Box 925P, BROADCASTING • TELECASTING.

Available August 20th, capable combo man with 2 years experience as morning man. Money important but not primary object. Looking for permanence, a versatile job and opportunity. Prefer Virginia or Maryland. Box 932P, BROADCASTING • TELECASTING.

Announcer: Strong all phases, draft exempt. New England, New York area. Have summer job. Available August 10. Box 933P, BROADCASTING • TELECASTING.

Announcer, some experience, strong on news and commercials, unique delivery, draft exempt, married, prefer Midwest. Disc available. Box 935P, BROADCASTING • TELECASTING.

Attention Florida stations! Experienced staff announcer. Veteran, 29, write copy, operate board. Box 943P, BROADCASTING • TELECASTING.

Newscaster-announcer network caliber. Managerial experience. Deep, friendly voice; interesting delivery. Gather, write local, edit wire copy. Special events, interviews. Good commercials, civic-minded. Available September. Box 944P, BROADCASTING • TELECASTING.

Veteran mike man. Originality, sincerity. Promotion ideas. For good position, travel anywhere. Box 950P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Newscaster-editor. Currently featured regional network. Interested doing hourly newscasts with music and news independent. Box 951P, BROADCASTING • TELECASTING.

Three years staff announcer, metropolitan markets. Seeks position with good operation only. Box 960P, BROADCASTING • TELECASTING.

Hold it! Available now . . . man with 4½ years experience. Strong on news, sports, ok on DJ. Box 961P, BROADCASTING • TELECASTING.

Special events, sports director-commentator. Opportunity desired by assistant to top network personality past nine years. Box 962P, BROADCASTING • TELECASTING.

Experienced announcer. Staff man—good music, news sports, college graduate. Single, 25, veteran. Box 967P, BROADCASTING • TELECASTING.

Experienced all-round announcer wants change. Pleasant, deep voice. Can write. 6 years experience. Box 970P, BROADCASTING • TELECASTING.

DJ-announcer. College graduate, deep, cultivated voice. Selling ability. Widely experienced in jazz, classical and popular. Details, interview. Carl Baldwin, 282 West 11th St., New York 14, N. Y. WAtkins 9-1433.

Announcer, single, draft exempt, 27 years of age. Texas, New Mexico location preferred. Write or call Eugene L. Books, 1808 Summit St. Eau Claire, Wisconsin. Telephone 222-78.

Interested in fulltime work with NBC affiliate after August 19. U. S. citizen. U. S.-Canada radio, Republican-Democratic convention coverage for Canada. Dispassionate news commentary. Specialize: Interviews-Spot remotes. Described last public appearance of Eisenhower on Michigan Avenue. Dependable as the chimes. Disc, picture, 2 weeks notice. References. LeRoy G. Brush, 49 Balmoral Pl., Winnipeg, Canada.

Deep, resonant voice, experienced announcer. First phone. Immediate availability. John Gary, 635 Hemlock St., Scranton, Pa. Phone 2-1180.

Technical

Chief with over two decades experience in design construction installation and maintenance from microphone to antenna, would like affiliation with progressive station that believes in striving for technical perfection. Box 888P, BROADCASTING • TELECASTING.

Shirtsleeve engineer with degree and 12 years experience is looking around. Box 941P, BROADCASTING • TELECASTING.

Chief engineer, AM-FM. Northeast only. Box 948P, BROADCASTING • TELECASTING.

Engineer, experienced, draft exempt. Minimum $80. No announcing. Permanent position. Box 966P, BROADCASTING • TELECASTING.

First phone—no station experience. Technical school graduate. D. G. MacDonald, 623 West 20th Street, New York 34, N.Y.

Production-Programming, Others

Punch-packed copy that rings sales bell. News editor with excellent voice, top references, wants to locate in California. Experienced, draft exempt. Creates local features which attract national accounts. Box 873P, BROADCASTING • TELECASTING.

Program director, chief announcer. Available December 1 following release from Naval Reserve. Prefer progressive Midwest 1 kw or 5 kw. Excellent references. Box 927P, BROADCASTING • TELECASTING.

Experienced versatile announcer—creative continuity writer. Desires position as program director. Excellent ability and background. Box 929P, BROADCASTING • TELECASTING.

Want to join you immediately building profitable women's programs larger, progressive market. Two university degrees; six years university administrative experience; past two years top women's radio personality on 1 kw. Box 934P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

SMPTE member, New York experience. Radio-television broadcasting operations. Program director, announcer, television film directors. Human dynamo! Box 942P, BROADCASTING • TELECASTING.

Radio-TV writer, director, production aide, MC, day, night combination affiliation sought. Top NYC industrial writer, female, 27. Box 949P, BROADCASTING • TELECASTING.

Program-Production manager. Completely handle programming operation; localize your station on my forte. 6 years. Excellent special events, production. Box 953P, BROADCASTING • TELECASTING.

Television

Managerial

Proven record of successful sales, programming and managerial results for AM-TV. Presently with major network operation. Will work on percentage basis. Box 835P, BROADCASTING • TELECASTING.

Technical

TV chief engineer of network affiliate desires comparable position in mild climate. Prefer station in planning or construction stages. B.S. in Electrical Engineering, five years experience all phases of television engineering, best of references. Box 926P, BROADCASTING • TELECASTING.

Production-Programming, Others

Television - radio writer - announcer, seeks connection with station or agency. Offer many programs, ideas, selling ability. Box 936P, BROADCASTING • TELECASTING.

For Sale

Stations

Western station: Fine independent located in growing area. 250w. Nets over $1,000 month. $40,000. Terms. Box 920P, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Equipment, etc.

Magnecord PT6-J and PT6-AH complete in portable cases, perfect condition. First $4300.00 gets it. Box 955P, BROADCASTING • TELECASTING.

Don't worry about steel shortage. Buy this 300 ft. Truscon heavy duty self-supporting tower and save time and money. Truscon says it will support TV radiator if shortened. Price $3,000 as it stands, lighting included. WLAP, Lexington, Kentucky.

1 RCA type 10DX broadcast transmitter with 1 full set of spare tubes, 1 spare plate transformer 31 KVA, and numerous small spare parts for the transmitter. Can be inspected at Kearney, New Jersey. Contact Weiner, WNEW, N. Y. C.

Wanted to Buy

Stations

Will pay up to $20,000 down for all or control of small profitable station. Box 968P, BROADCASTING • TELECASTING.

Experienced station owner wants 250 or 1,000 watt, S.W. or West coast AM station. Send full details direct to buyer, first letter. Box G. L. % BROADCASTING MAGAZINE, 1360 North Michigan Avenue, Chicago, Illinois.)

Equipment, etc.

Approximately 500 foot tower, guyed or self supporting. Please send price and description. Box 850P, BROADCASTING • TELECASTING.

RG-17/U or RG-18/U 250'. Also need Photoelectric control unit. Full details first letter. Box 901P, BROADCASTING • TELECASTING.

250 watt transmitter, modulation monitor, limiter, console, turntables, pickups, 150 foot tower. WMAM, Marinette, Wisconsin.

(Continued on next page)

if Sound and Profitable TV Station Operation is Important to You . . .

this experienced TV Station Manager can be Valuable to You!

5 Years of Television Station Management

- in major metropolitan, 4-TV station market.
- with the intense competition that you'll soon have.
- with special emphasis on sales management.
- with close personal friendship and confidence of leading national advertisers and agencies.

Only the fact that he desires to acquire some interest in a TV or TV-Radio property has led this exceptionally-qualified executive to terminate his seventeen-year association with one of the nation's outstanding broadcasting organizations. If outright interest cannot be acquired, salary and participation in station profits might be worked out to mutual advantage. References from every field, including management, top national advertisers and major agencies throughout country, developed and maintained through active leadership of sales activities during 9 years of newspaper experience and 17 years of radio, with last 5 years being joint AM-TV management. Outstanding performance records.

Age 45, happily married, two daughters. Available October 1st, but can arrange personal interview anytime at your convenience.

BOX 972P, BROADCASTING • TELECASTING

Wanted to Buy (Cont'd)

Consoles, Turntables and mikes wanted for instruction purposes. Pathfinder School of Radio and Television. 737 11th Street, N.W., Washington, D. C. MEtropolitan 5255.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School. 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

GOOD JOBS
ARE
AVAILABLE **IN**
NORTH CAROLINA
RADIO STATIONS

ANNOUNCERS
ENGINEERS • CLERICAL
SALES • PRODUCTION
AM • FM • TV

Write for Application Blanks:

NORTH CAROLINA
ASSOCIATION OF BROADCASTERS

DRAWER 1140
SOUTHERN PINES, N. C.

Managerial

GENERAL MANAGER
General Manager with aggressive sales record wanted for 1000 watt daytimer in Southeast. Must be thoroughly experienced in all phases of managing a local independent operation. Salary commensurate with ability. Address Box 963P, BROADCASTING • TELECASTING.

Announcer

Outstanding Independent
Needs Two Men
1. DISC JOCKEY
2. ANNOUNCER-ENGINEER
Send audition to
W N O R
Norfolk, Virginia

Strictly Business

(Continued from page 18)

son, James, and Dave Wolper, he formed Flamingo Films Inc. on a borrowed $1,500. Today Motion Pictures for Television—an outgrowth of Flamingo Films—claims to be the largest TV film distribution company in the world, with offices in Los Angeles, Chicago, Dallas and Boston complementing the 35-room suite at the New York headquarters. In 1951 Flamingo Films merged with Associated Artists.

The soft-spoken Mr. Weintraub has no tailor-made formula to account for the success of MPTV. He recalled that their first efforts were in the distribution of a dozen British short subjects that he now considers "not so hot." But all firm members pitched in, as much as 18 hours a day, and as the profits crept in, they were applied to purchasing of other films.

Initial personnel at Flamingo numbered five but today the payroll is "about a hundred," Mr. Weintraub noted. He paid special tribute to the elder Mr. Harris, executive vice president of the firm, who advised him in 1948 to acquire a sales background in television if he eventually expected to go into business for himself. And through the years, Mr. Weintraub added, he has been "like a father to me."

"Today selling is my forte, though curiously enough, at one time, I wanted to be a writer," Mr. Weintraub reminisced. "I have no inclination to do any writing of any sort nowadays."

The dream of becoming a successful newspaperman or novelist plagued Mr. Weintraub as a youngster in New York City where he was born on May 28, 1923, and where he attended public schools and Seward Park High School. Through avid reading and high school journalism, he prepared himself for a writing career.

Mr. Weintraub had to defer college for a year and a half following his high school graduation at 16 because his father had died when he was a child and he had to work to acquire a backlog of funds. He accomplished this by working part of the time as an assistant to press agent Hy Gardner.

Serves in Air Force

Later at the U. of Missouri he distinguished himself on college magazines, newspapers and in theatricals. In 1943 when Uncle Sam tapped him for service with the Air Force, he finally decided he didn't want to be a writer after all and planned on a career in television.

After a fling at producing some soldier shows all over Europe, Mr. Weintraub came back to Missouri for his degree in 1947. He then returned to New York and enrolled for production courses with the American Theatre Wing. He had his sights on a radio or TV production job until the sage Mr. Harris steered him to sales.

The above-average-sized Mr. Weintraub has abounding faith in the feature films his firm distributes, though he conceded that some segments of the TV industry "turn up their noses" at them. He pointed out that three of the four New York network stations use at least two MPTV features every day and said the figure is larger in Los Angeles.

MPTV features include "Story of G.I. Joe," "Bicycle Thief," "Paisan" and "Meet John Doe." They are purchased from independent film producers here and abroad and from such firms as Monogram and Eagle-Lion, Mr. Weintraub reported. Currently more than a thousand are in the company film library.

"It is my opinion that feature films are the backbone of the industry," Mr. Weintraub maintains. "On the average, stations throughout the country use 3½ of our films in all markets but two or three."

Mr. Weintraub, a bachelor, claims no hobbies except his work, which he "lives" from early morning until late at night. He has traveled all over the country and in Europe but confesses traveling can become tiresome. But pointing to some water colors of Montmartre and Rue Royale on his office wall, he remarked: "Paris is one place that I never tire of and I hope to keep going back there."

A member of Sigma Delta Chi, honorary journalism fraternity, Mr. Weintraub has one long-cherished dream: He has always wanted to return to the U. of Missouri, his alma mater, to deliver a commencement address. And this year, he said, university authorities have sounded him out on appearing at a future commencement.

Help Wanted

Television

Managerial

TV SALES MANAGER
Rare opportunity as sales manager for one of the country's outstanding television stations. Basic network affiliate and a good market. Will be responsible for local, regional and national business. BOX 971P, BROADCASTING • TELECASTING.

Situations Wanted

Television

Production-Programming, Others

thoroughly experienced
broadcaster,
four successful years, desires copy writing and or traffic job at television station. Also experienced at news writing-editing. Currently employed large market.
Box 952P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE
We have selected General Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Employment Agency

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

Employment Agency

Charity TV 'Seats'

ALTHOUGH there will be no football game at New York's Polo Grounds for benefit of the *New York Herald-Tribune* Fresh Air Fund this year, television will carry the ball for the charity. The *Herald-Tribune* announced last week it could not complete satisfactory arrangements for staging the game this year and instead has planned a half-hour "flashback game" of previous Fund contests to be telecast Aug. 18 from 9:30-10 p.m., EDT, over WJZ-TV. Football fans and others interested in the fund were urged to purchase "seats," exactly as if they were attending the game itself.

IIA Radio Posts

EXAMINATIONS for radio broadcast technician posts with the Dept. of State's International Information Administration in New York City were announced last week by the U. S. Civil Service Commission. Salary range is $4,620-$5,940 annually. Application forms may be secured from any first or second-class post-office; Director, Second U. S. Civil Service Region, Federal Bldg., Christopher St., New York 14, N. Y., or from the Executive Secretary, Board of U.S. Civil Service Examiners, Dept. of State, International Information Administration, 1790 Broadway, New York 19.

FCC Actions

(Continued from page 87)

cense covering change in trans. location.

Change Antenna System

KIOA Des Moines, Ia.—Granted license covering changes in DA-D.

Change Transmitter Type

WNCA Siler City, N. C.—Granted mod. CP to change type of trans.

Cancel License

WDHN (FM) New Brunswick, N. J.—Granted request to cancel license and delete station.

August 6 Applications . . .

ACCEPTED FOR FILING

License for CP

KILA Hilo, Hawaii—License for CP which authorized installation of new trans.

AM—570 kc

WFVG Fuquay Springs, N. C.—CP to change frequency from 1460 kc to 560 kc; power from 1 kw to 500 w.

AM—790 kc

KWIL Albany, Ore.—Cp to change frequency from 1240 kc to 790 kc; power from 250 w to 1 kw; install new trans. and DA-DN.

Renewal of License

Following stations request renewal of license:

WMAR-TV Baltimore; WXEL (TV) Parma, Ohio; WMAL-TV Washington; WOOD-TV Grand Rapids, Mich.; KSL-TV Salt Lake City.

August 7 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

KOB Albuquerque, N. M.—Referred to full Commission petition to amend for purpose of submitting current legal qualifications of applicant.

LaFollette Bcstg. Co., LaFollette, Tenn.—Granted petition to amend application to change proposed operating power from 250 w to 100 w; to include supplemental engineering data supporting proposed change, and removed application, as amended, from hearing docket.

Jackson Bcstg. & Television Corp., Jackson, Mich.—Granted petition to amend application to change power from 38.5 kw aur. to 34.5 kw aur. substitute corrected balance sheet of WKMH Inc., submit information with regard to operation of station, and correct type of ant.

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition to amend application to place before Commission current information concerning changes in board of directors of applicant.

By Comr. Robert T. Bartley

WSOC Charlotte, N. C. — Granted petition for postponement of due date for filing of exceptions to examiner's initial decision re application until 20 days after Commission's ruling on motion to reopen record, if that motion be denied.

By Hearing Examiner
Elizabeth C. Smith

McLennan Bcstg. Co., Waco, Tex.—Granted petition for continuance of hearing re application from Aug. 4, to Aug. 26, Washington, D. C.

By Hearing Examiner
Basil P. Cooper

WELS Kinston, N. C.—Ordered that oral testimony having been completed, and documentary evidence received, record in this proceeding is closed.

By Hearing Examiner
Hugh B. Hutchison

Press-Union Pub. Co., Atlantic City, N. J.—Granted petition for continuance of hearing in proceeding re application from Aug. 11, to Sept. 22, at Atlantic City, N. J.

By Hearing Examiner
Fanney N. Litvin

WMRO Aurora, Ill.—Granted petition for indefinite continuance of hearing now scheduled for Aug. 11, in order to complete preparation of petition for reconsideration and grant; hearing continued without date, subject to further order of Commission.

August 7 Decisions . . .

BY COMMISSION EN BANC

Move Studio and Transmitter

KPRS Olathe, Kan.—Granted CP to move studio and trans. to Kansas

(Continued on page 92)

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH AUG. 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	118	325	211
FM Stations	635	582	70	21	8
TV Stations	109	97	39	740*	95

*** Filed since April 14.**

(Also see Actions of the FCC, page 86.)

For television grants and applications, see page 58.

Docket Actions . . .

FINAL DECISIONS

WGEZ Beloit, Wis. — Beloit Bcstg. Co. FCC granted power increase from 100 w fulltime to 250 w fulltime on 1490 kc; condition. Granted Aug. 4.

WKEY Covington, Va.—Earl M. Key. FCC granted change in transmitter location and antenna system on 1340 kc, 250 w fulltime; engineering conditions. Granted Aug. 4.

INITIAL DECISIONS

KTXC Big Spring, Tex., and KFST Fort Stockton, Tex.—Big State Bcstg. Corp. FCC Chairman Paul A. Walker issued initial decision looking toward granting of renewal of license for KTXC and setting aside Commission order of March 14, 1951, which revoked the CP for KFST. (See story, page 31.) Initial decision Aug. 4.

Big Rapids, Mich.—Frank D. Tefft Jr. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards denial of 1400 kc, 100 w fulltime, for new AM station. Examiner found that proposed operation would cause objectionable interference to WSAM Saginaw, Mich. In addition, examiner found that applicant's "limited capital" was not adequate to safeguard operation of proposed station if revenue was not as substantial as applicant hoped, and that limited staff proposed by applicant (four fulltime and one part-time employes) raised doubts as to whether station licensed fulltime could provide the public with service "it has right to expect." Initial decision Aug. 6.

Non-Docket Actions . . .

AM GRANT

Richfield, Utah—Scenic Bcstg. Co. Granted 900 kc, 1 kw daytime; engineering conditions. Estimated construction cost $20,000, first year operating cost $30,000, revenue $34,000. Principals include President Arlond T. Christensen (4.6%), manager of Huish-Gilhool Theatres; Vice President Willis Franklin Johnson (42.5%), partner in KNEU Provo, Utah; Secretary Ruth H. Christensen (5%), part-owner of KNEU; Treasurer Everett L. Anderson (2.3%), ¼ owner of Christy's Grocery Store; Reginald M. Johnson (42.5%), clerk for Granite District Radio Bcstg. Co.; Reed W. Everett (4.6%), owner of wallpaper store, and Marvin C. Anderson (2.3%), ¼ owner of Christy's Grocery Store. Filed July 2, 1951; granted Aug. 7, 1952.

TRANSFER GRANTS

KREM Spokane, Wash.—Granted assignment of license from Cole E. Wylie to Louis Wasmer for $255,000, subject to condition that assignment not be consummated until Mr. Wasmer divests himself of all interests in KSPO Spokane. Mr. Wasmer is former owner of KHQ and KGA, both in Spokane [B•T, Nov. 19, Oct. 22, 1951], and applicant for new TV station there [B•T, June 9]. Assignment application filed Nov. 13, 1951; granted July 24.

KSPO Spokane, Wash.—Granted assignment of license from Louis Wasmer to D. Gene Williams and Delbert Bertholf (Del Cody), co-partners, for $55,000. Mr. Williams is now general manager of KSPO and Mr. Bertholf is employed in production and program department of KGA Spokane. Mr. Wasmer is buying KREM Spokane [see KREM action]. Assignment application filed Dec. 26, 1951; granted July 24.

New Applications . . .

AM APPLICATIONS

Rogers, Ark.—Chick Capitol Bcstrs., 620 kc, 1 kw daytime; antenna 295 ft. Estimated construction cost $13,950, first year operating cost $36,000, revenue $48,000. Principals include President Carroll F. Jackson (49%), minister of Immanuel Baptist Church, Nashville, Ark.; Vice President Frieda F. Segal (24%), and Secretary-Treasurer Edward Codel (27%). Filed July 24. [This item is in lieu of application for Rogers, Ala., incorrectly published in B•T, July 28.]

Dover, Del. — Rollins Bcstg. Inc., 1320 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $24,800, first year operating cost $40,000, revenue $40,000. Applicant is licensee of WJWL - AM - FM Georgetown, Del., WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va., and is also applicant for new AM and TV stations in Roanoke, Va. Filed Aug. 7.

Ocala, Fla.—Andrew B. Letson, 900 kc, 1 kw daytime; antenna 250 ft. Estimated construction cost $16,000, first year operating cost $36,000, revenue $43,000. Mr. Letson is president and 79% stockholder, general manager and chief engineer of WCNH Quincy, Fla. Filed Aug. 7.

Fairfield, Ill.—Wayne County Bcstg. Co., 1390 kc, 500 w daytime; antenna 195 ft. Estimated construction cost $18,866.12, first year operating cost $36,000, revenue $50,000. Principals include equal (50%) partners Thomas Smoot Land, 9.4% owner and general manager of WROY-AM-FM Carmi, Ill., and 6.6% owner and secretary of Carmi Times Pub. Co., and Bryan Davidson, general manager, sales manager and chief engineer of WRAY Princeton, Ind. Filed Aug. 6.

Kane, Pa. — Hilltop Management Corp., 960 kc, 500 w daytime; antenna 240 ft. Estimated construction cost $27,220.80, first year operating cost $32,200, revenue $38,500. Sole owner is Henry M. Cunningham, president, treasurer and majority stockholder of Merritt Mercury Sales Inc. (automobile dealer), Lansdowne, Pa. Mr. Cunningham was adjunct professor of economics at Georgetown U. School of Foreign Service, Washington, from 1946 to 1951; he was staff economist for Automobile Mfrs. Assn., Washington, from 1946 to 1950, and was mediator with National Mediation Board from 1943 to 1944. Filed Aug. 8.

Brownfield, Tex.—Brownfield Bcstg. Co., 1250 kc, 1 kw daytime; antenna 205 ft. Estimated construction cost $21,750, first year operating cost $45,000, revenue $50,000. Principals include general partners: J. O. Gillham (24%), president and 32% stockholder of Brownfield State Bank & Trust Co.; Dewey Rogers (24%), ⅓ owner and operator of Brownfield Floral Co.; Grady Goodpasture (24%), president and majority stockholder of Goodpasture Grain & Milling Co., and seven other general partners, all Brownfield businessmen. Accepted Aug. 5.

Eastland, Tex.—Tri-Cities Bcstg. Co. of Eastland County, Tex., 1590 kc, 500 w daytime; antenna 185 ft. Estimated construction cost $14,186.30, first year operating cost $21,000, revenue $54,000. Partners include Laura J. Thorpe (25%), property owner; F. James Dabney (25%), employe of Dixie Cone Corp., Houston; Bryant F. Craig (25%), former engineer for KIHN Hugo, Okla.; Dr. James C. Wittington (20%), physician, and Allen D. Dabney Jr. (5%), attorney. Filed Aug. 7.

San Juan, P. R.—Continental Bcstg. Corp., 1400 kc, 250 w fulltime; antenna 170 ft. Estimated construction cost $10,000, first year operating cost $18,000, revenue $24,000. Principals include President William R. Anthony (71.43%), electronic engineer and radio mfrs. representative; Secretary Carmen M. Luiña de Anthony (26.98%), stenographer, and Treasurer Maria Ines Luiña de Garcia (1.59%), housewife. Filed Aug. 4.

TRANSFER REQUEST

KNGS Hanford, Calif.—Assignment of license from Samuel and Harriett Beaubaire to Earl J. Fenston, Fresno, Calif., attorney and owner of KSJV Sanger, Calif., for $606,000 plus lease agreement for land and building for ten years at $600 per month and option to purchase for $150,000. Price and lease includes publishing company which prints *Hanford Daily Sentinel* and *Hanford Journal* (daily) and *Kings County News* (weekly). Filed Aug. 8.

SENATE VACANCY

Bowles 'Not Interested'

CHESTER BOWLES, former governor of Connecticut and one-time partner in Benton & Bowles, has removed himself from consideration for the U. S. Senate seat vacated by the late Brien McMahon (D-Conn.), it was reported last week.

Sen. William Benton (D-Conn.), former co-partner with Mr. Bowles in the advertising agency, said the ex-governor is "not interested" in the Senate vacancy. Sen. Benton said he had received a cablegram from Mr. Bowles in New Delhi, where he now is serving as U. S. Ambassador to India. Sen. Benton is running for re-election to the upper chamber.

When It's **BMI** *It's Yours*

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BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Further TV Grants Made by FCC

(Continued from page 57)

spect to the showing required to locate the main studio outside of the principal community. Comr. Frieda B. Hennock dissented. FCC refused to repeal Sec. 3.613 as requested in petition filed by WSIX Nashville.

● Proposal by FCC to add UHF Channel 59 to Fremont, Ohio, now without any facility, sought by Wolfe Broadcasting Corp.(WFRO).

● Denial by FCC of a petition by WHPE High Point, N. C., requesting reconsideration of WHPE's counterproposal for the assignment of Channel 6 there. Comr. Robert F. Jones dissented.

● Amendment of Sec. 3.607(b) of the Commission's rules to designate as "unlisted" any city to which only a reserved channel has been assigned, for the purpose of permitting an applicant there to file for a commercial channel assigned another city within 15 miles distance. FCC acted upon petition of WKDN Camden, N. J., which wished to apply for a channel now assigned to Philadelphia [B•T, June 23]. Comr. Jones dissented.

● Amendment by FCC of its application forms for new stations, renewals and transfers, so as to require TV stations to file the same full program details as now required of AM and FM applicants and stations. FCC has requested full details from TV applicants in practice, even though applications haven't spelled out the requirement. Change is in conformity with the Sixth Report.

● Protest to FCC of the State of Wisconsin's petition to switch the educational channel reservations at Wausau from UHF Ch. 46 to VHF Channel 7. Alvin E. O'Konski, owner of WLIN Merrill, Wis., asks FCC to dismiss the state's petition.

● Petition for exclusive assignment of an additional UHF channel each at Troy and Albany, N. Y. WTRY Troy, which fortnight ago asked FCC to switch that city from priority Group B-2 to B-1 [B•T, Aug. 4], last week pointed out to the Commission that, exclusive of channels assigned to Albany-Schenectady-Troy area as whole, UHF Channel 35 has been allocated to Schenectady for its sole use. Hence, Troy and Albany should receive same consideration, WTRY felt.

● Plea for reconsideration of the Sixth Report to assign VHF Channel 10 to Logansport, Ind., filed by WSAL there, which challenges basic legality of fixed allocation by rule-making and plans to pursue its case to the courts.

FCC's motion to dismiss the Sixth Report appeals of KVOL Lafayette, WISC Madison and WLOA Braddock was argued in the D. C. Court of Appeals by J. Roger Wollenberg, newly appointed assistant general counsel of FCC in charge of its Litigation Division. He told the court he represented the U. S. Attorney General in the case as well as FCC since all administrative agencies would be affected by a ruling on the issue of whether petitions for relief from final orders may pend before both an agency and the court at the same time. Mr. Wollenberg charged the court appeals were to force FCC to take early action.

The court, in ruling such petitions may properly pend both before the agency and the court concurrently, also denied FCC's alternative motion that the court postpone action until the Commission has had reasonable time to complete its administrative process, indicating it felt sufficient time already has elapsed. The court granted the Commission until Oct. 7 to file record of the proceedings.

KVOL protests legality of the Sixth Report in moving Channel 5 from Lafayette to Alexandria, La., without proper notice and hearing. FCC a fortnight ago announced a proposed rule-making procedure to add Channel 10 at Lafayette to remedy the situation [B•T, Aug. 4]. KVOL's appeal continues in the court, however, since no final action has been taken by FCC in the matter.

WISC protests FCC's failure to allocate UHF Channel 21 for commercial use at Madison and failure to assign the sole VHF facility there, Channel 3, for noncommercial educational use. The State of Wisconsin now supports this proposal and also seeks VHF channels for educational use at Eau Claire, Green Bay, LaCrosse and Wausau.

WLOA protests FCC's failure to allocate Channel 4 to the Pittsburgh-Braddock area, also claiming the Commission failed to afford proper notice and hearing in its actions.

The appeals of all three stations were filed by Washington attorney Arthur W. Scharfeld, who argued their cases before the court considering the FCC plea for dismissal.

The KROW appeal, filed in San Francisco by attorney John Hearne, seeks to restore the priority status of those pioneer applicants who labored through the San Francisco-Oakland comparative hearing prior to the TV freeze. By the terms of the Sixth Report, they now are reduced to the status of but pending applicants with all newcomers and who must again go through hearing. KROW spent some $50,000 on the earlier litigation, Mr. Hearne reported. Reduction of the number of available VHF channels also is challenged.

In partially granting the WSIX Nashville petition for relaxation of the rule relating to location of main studios, FCC clarified a situation which has plagued more than one TV applicant. As amended, the rule now reads as follows:

Sec. 3.613—Main Studio Location—(a) The main studio of a television broadcast station shall be located in the principal community to be served. Where the principal community to be served is a city, town village or other political subdivision, the main studio shall be located within the corporate boundaries of such city, town, village or other political subdivision. Where the principal community to be served does not have specifically defined political boundaries, applications will be considered on a case-to-case basis in the light of the particular facts involved to determine whether the main studio is located within the principal community to be served.

(b) In cases where an adequate showing is made that there is good cause for locating a main studio outside the principal community to be served and that to do so would not be inconsistent with the operation of the station in the public interest, the Commission will permit the use of a main studio location other than that specified above. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such licensee or permittee shall notify the Commission promptly of any change of the location of the main studio within a community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

The WSAL Logansport petition asks FCC to remove VHF Channel 10 from Terre Haute, Ind., and replace it with a UHF channel, as it earlier proposed in commenting upon the Third Notice of Proposed Rule Making issued in March 1951. This would allow Channel 10 to be assigned to both Logansport and Owensboro, Ky., a more efficient utilization WSAL holds.

In the alternative, WSAL asks the Commission to adopt the earlier proposal of Southern Illinois U., Carbondale, Ill., which would permit the assignment of Channel 10 as a reserved educational channel at Carbondale as well as a commercial channel at Logansport. To do this would require switching WFBM-TV Indianapolis from Channel 6 to 4, WHAS-TV Louisville from Channel 9 to 10 and WTTV (TV) Bloomington from Channel 10 to 11, but WSAL points out that FCC already has ordered WHAS-TV make a change (to Channel 11) and WTTV to switch frequency (to Channel 4).

The proposal also involves modification of the Zone II boundary in the Louisville area to place it within Zone I, since WHAS-TV's transmitter is 188 miles from Knoxville. Minimum co-channel separation in Zone I is 170 miles, Zone II 190.

Respecting the zone system, WSAL contends it is illegal since proper notice and hearing were not afforded. In particular, no comments were invited respecting the choice of boundaries, which are arbitrary, WSAL states.

JOE STORY (r), manager, KCKN Kansas City, Mo., receives an award from Douglas G. Burrill, president, Kansas City Safety Council. KCKN is one of 57 radio stations throughout the nation honored by the National Safety Council.

FCC Actions

(Continued from page 91)

City, Mo., with same frequency, power and time of operation.

AM—810kc

KIKI Honolulu, T. H.—Granted CP to change frequency from 860 to 810 kc and increase power from 250w-unl. to 1kw-U; install new trans., subject to installation of filter system or other equipment as may be necessary at the proposed station and KGU Honolulu, to eliminate or to reduce to satisfactory degree any problems of cross-modulation which may arise because of proximity of the two ant. systems.

Renewal of License

Following noncommercial educational FM granted renewal of licenses for regular period.

KUHF (FM) Houston, Tex.; WAJC (FM) Indianapolis, Ind.; WBGO (FM) Newark, N. J.; WBUR (FM) Boston, Mass.; WDTR (FM) Detroit, Mich.; WEVC (FM) Evansville, Ind.; WFUV (FM) New York; WHAD (FM) Madison, Wis.; WHLA (FM) Madison, Wis.; WMCR (FM) Kalamazoo, Mich.; WNAD-FM Norman, Okla.; WWHI (FM) Muncie, Ind.

Following FM granted renewal of licenses for regular period.

KENO-FM Las Vegas, Nev.; KFSA-FM Ft. Smith, Ark.; KNOB (FM) Long Beach, Calif.; KVRE (FM) Redding, Calif.; WDUN-FM Gainesville, Ga.; WFAS-FM White Plains, N. Y.; WOAP-FM Owosso, Mich.

Change ERP

KWPM-FM West Plains, Mo.—Granted CP to change ERP from 1.15 to 3.4 kw.

KXEL-FM Waterloo, Iowa—Granted CP to change ERP from 10.5 kw to 8.5 kw.

WIVY-FM Jacksonville, Fla.—Granted CP to change ERP from 3.3 kw to 2.45 kw.

WMRN-FM Marion, Ohio—Granted CP to change ERP from 7.6 kw to 25 kw, and ant. height from 350 ft. to 330 ft.

Change Antenna Height

WMCF Memphis, Tenn.—Granted CP to change ant. height from 430 ft. to 480 ft.

NFL SUIT

Trial Date Set Nov. 6

TRIAL DATE for the anti-trust suit against the National Football League was set for Nov. 6 at a pre-trial hearing last week in Philadelphia. A further pre-trial conference is scheduled for Aug. 20.

Government's suit, originally scheduled to be heard last June, charges that the NFL engaged in a conspiracy in restraint of trade by restricting member football teams from freely selling radio and TV rights [B•T, Oct. 5, 1951]. The Justice Department's complaint pointedly referred to Article X of the NFL constitution which provides for radio-TV "blackout" when the home team is playing at home.

A motion to dismiss the suit, by the defendants, was dismissed earlier this year by Judge Grim.

In its answer to the complaint, NFL maintained that it is not engaged in interstate commerce and therefore is not liable under the Sherman Act. It also declared that its principal activity was staging football games and that radio-TV broadcasts were incidental.

XUM

NBC Changes

(Continued from page 29)

sales and Mr. Osgood has been executive assistant to the director of television operations.

John W. Kiermaier, who has been assistant to the director of production units, was appointed assistant manager of television film production, reporting to Mr. Osgood, while Benjamin Raub of the NBC legal department and Robert Anderson of the controller's office were assigned to serve the film division on legal matters and financial matters, respectively.

Mr. Sarnoff, announcing the appointments, said the division has several major projects in the works, to be announced shortly.

In the NBC production department, established last month as part of NBC's reunification of its radio and TV networks, Mr. Wile's announcement of the selection of Mr. Hole as director of production was accompanied by a number of other executive appointments. They were as follows, all of whom will report to Mr. Hole:

George McElrath, former director of technical operations for the radio network, was named director of technical operations for both radio and TV.

Fred Shawn, former director of radio station relations, named director of production services.

Anthony M. Hennig, former manager of television network and studio operations, named director of plant operations.

Earl H. Rettig, director of television network operations, Hollywood, continues in that post.

Frank Lepore continues as manager of film and kinescope operations.

J. Robert Myers continues as television purchasing agent and also will supervise the radio business office.

The production department includes technical services for both radio and television, plus functions previously handled by the Television Network Operations Dept. and the Program Services Dept. of the Integrated Services.

Production Director Hole, who will report to Mr. Wile, joined NBC in January 1950 as production manager in the television program department. He was manager of CBS Television operations for three years before joining the Navy in 1942, and returned to CBS upon release from military service. He became manager of DuMont's WABD (TV) New York in 1948 and subsequently was named operations director of the DuMont Network.

In another move, Doty Edouarde, manager of spot sales for NBC-TV Western Division, will transfer to KNBH (TV) Hollywood as sales manager.

With KFWB Hollywood in a similar capacity for one and a half years, Mr. Edouarde was formerly radio-TV director of Badger, Browning & Hersey, New York, for seven years before going to the West Coast. He succeeds Robert DeSousa, who has resigned.

RTMA MEET SET

Educational TV Aid Study

SELECTION of a subcommittee to explore the problems of assistance to educational television by the Radio-Television Mfrs. Assn. was made at a meeting of a special RTMA committee in New York last Wednesday.

The subcommittee will present its recommendations to the RTMA board meeting in New York Sept. 18.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., was chosen chairman of the subcommittee. Other members of the group are: Max F. Balcom, Sylvania Electric Products Inc.; Larry Hardy, Philco Corp.; Robert C. Tait, Stromberg-Carlson Co.; and Keeton Arnett, assistant to the president of the Allen B. DuMont Labs.

Others attending Wednesday's meeting in the offices of Frank M. Folsom, RCA president, were: W. R. G. Baker, General Electric Co.; John W. Craig, Crosley Div., Avco Mfg. Corp.; Allen B. DuMont, Allen B. DuMont Labs.; Frank Freimann, Magnavox Co.; Matt Little, Quam-Nichols Co.; Glen McDaniel, RTMA; Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co., and Ross D. Siragusa, Admiral Corp.

Mr. Abrams recently set up a $100,000 educational TV fund, to be divided equally among the first 10 educational TV stations to get on the air [B•T, June 30].

NBC-TV'S SCHECHTER

From 'Today' to 'Shopping'

A. A. (ABE) SCHECHTER, who has been in charge of NBC-TV's early-morning "communications" show, *Today* (Mon. through Fri., 7-9 a.m. EDT and CDT), has been reassigned to another ambitious program project—a woman's service type of program called *Shopping*—which now is being planned by the network.

The reassignment coincided with transfer of the *Today* unit to the network's news and special events department, with Richard A. R. Pinkham, manager of planning for the TV network, supervising the show.

WJZ-TV BIRTHDAY

ABC Outlet Observes Event

WJZ-TV New York, key eastern outlet of ABC television network, celebrated its fourth birthday yesterday (Sunday). The station went on the air Aug. 10, 1948, with a premiere originating from New York's Palace Theatre.

General Manager Trevor Adams said in a birthday message that "WJZ-TV in the past four years has become almost a member of the family in the television homes in the New York area. In the years to come we hope to continue to merit that position, to work, to grow and to become an even stronger factor in the lives of the people of this community."

DuMONT AFFILIATES

Network Now Totals 64

ADDITION of three new stations to the DuMont Television Network, including two in Canada, was announced on Thursday by E. B. Lyford, director of station relations for the network. Affiliates now number 64. The stations are KFEL-TV Denver which began operations on July 20 on Channel 2 as the first post-freeze station to go on the air; CBFT Montreal, which is to begin commercial operations Sept. 6 on Channel 2 and CBLT Toronto, which will go on the air Sept. 8 on Channel 9.

KFEL-TV, owned and operated by Eugene O'Fallon Inc., is the first TV station in the Denver market. Both Canadian stations are owned and operated by the Canadian Broadcasting Corp.

'Inventory' Consultants

MRS. MILDRED McAFEE HORTON, NBC board member, and economist Dr. Harold F. Clark have been appointed consultants for NBC-TV's experimental adult education program, *American Inventory*, produced and aired weekly by NBC and Teleprograms Inc., non-profit corporation set up by the Alfred P. Sloan Foundation. Mrs. Horton will counsel on educational topics, and Dr. Clark, professor of educational economics at Columbia U. Teachers College, as consultant on economic problems.

PRIVACY SUIT

Cites NBC's 'Big Story'

DAMAGES of $100,000 for invasion of privacy due to a TV show was claimed in a suit against NBC filed Friday in U. S. District Court in Washington.

The suit, which also names newspaper reporter Martha Strayer as a defendant, was filed by Charles S. Bernstein, a Washington businessman. He alleged that a fictionalized version of his story, telecast Jan. 18 on NBC's *The Big Story* (at that time Fri., 9-9:30 p.m., for American Tobacco Co.'s Pall Mall cigarettes), constituted a "willful and malicious invasion" of his right of privacy. He also said that he was held up to public ridicule and contempt, his privacy invaded, and that he was humiliated, annoyed and embarrassed.

Before the broadcast, Mr. Bernstein said, he forbade NBC to use his story.

The program is packaged by Prockter Productions Inc. Agency for American Tobacco is Sullivan, Stauffer, Colwell & Bayles Inc.

Miss Strayer, who was a *Washington Daily News* reporter at the time of the original trial and conviction, sold the story to NBC, the complaint charged, without Mr. Bernstein's consent.

The complaint was filed by Harry P. Warner of Segal, Smith & Hennessey, Washington radio attorneys.

Do You Qualify

FOR ONE OF TV'S TOPMOST

STATION PROGRAMMING JOBS?

If you do, a key network-owned TV station offers you the kind of opportunity that comes few and far between.

You will be program director, with responsibility for creating and developing the station's local programming . . . and with the chance of having your work seen for possible nation-wide expansion.

To qualify, you must be fully capable of planning programming policy. You must be able to create shows that stand on their ideas, ingenuity, warmth and honesty rather than on high budgets alone or production cliches.

You should now be program director of a TV or radio station or member of an advertising agency production staff . . . or a program packager or successful free-lancer with previous experience in TV or radio station programming.

If you feel you qualify, please write telling us not only what you've done, but what you'd *like* to do. Good salary for the right man. Replies will be held in strictest confidence.

Box 973P,

BROADCASTING • TELECASTING.

at deadline

TRANSIT RIDERS FIGHT WWDC-FM RENEWAL

PETITION for reconsideration of license renewal of WWDC-FM Washington, transit radio outlet, filed with FCC Friday by Transit Riders Assn. Inc. [B•T, Aug 4].

Group asks FCC to set station for hearing, asserting operation of WWDC-FM is point-to-point communication and not broadcasting to general public because program is beamed to specially defined group of persons "within confines of transit vehicles wherein the fixed-tuned receivers cannot be turned off or changed to another station."

TRA claims contract between WWDC-FM and Capital Transit Co. impairs station's control over programming. Drawing analogy between FCC regulations defining percentage of time station can devote to network programs, TRA contends that since WWDC-FM offers only one type of service between 7 a.m. and 7 p.m., it denies public of balanced programming. TRA claims that WWDC-FM "captured" audience, like give-away programs, instead of "earning" audience. TRA asserts WWDC-FM programming today is more commercial than represented in 1946 when seeking license. Supreme Court earlier this year ruled transit radio does not violate free speech rights of riders [B•T, June 2].

NEW TV APPLICATIONS

TOTAL requests for new TV stations climbed to 745 with five more filed late Friday at FCC. Applications for VHF stations now total 445; UHF station requests number 299. All of Friday's applications were new (also see TV APPLICATIONS, page 58). New applications were:

Des Moines, Iowa—Meredith Engineering Corp., VHF Ch. 4, ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 632 ft., above ground 569 ft. Estimated construction cost $813,500, first year operating cost $557,500, revenue $500,000. Applicant is licensee of WHEN (TV) Syracuse, N. Y., WOW-AM-FM-TV Omaha, Neb., KPHO-AM-TV Phoenix, Ariz., and applicant for TV stations in Rochester, N. Y., and Minneapolis, Minn. [B•T, Aug. 4].

WAPF McComb, Miss., UHF Ch. 31, ERP 10.13 kw visual, 5.07 kw aural; antenna height above average terrain 173 ft., above ground 226 ft. Estimated construction cost $155,525, first year operating cost $60,000, revenue $75,000.

Toledo, Ohio—Crosley Bcstg. Corp., VHF Ch. 11, ERP 53.7 kw visual, 29.6 kw aural; antenna height above average terrain 455 ft., above ground 500 ft. Estimated construction cost $573,875, first year operating cost $1,000,000, revenue $500,000. Applicant is licensee of WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WINS New York and applicant for TV station in Indianapolis [B•T, Aug. 4].

WLOW Portsmouth, Va., UHF Ch. 27, ERP 19.6 kw visual, 11.7 kw aural; antenna height above average terrain 328 ft., above ground 346 ft. Estimated construction cost $151,195, first year operating cost $200,000, revenue $281,819.

WENATCHEE, Wash.—Central Washington Telecasters, UHF Ch. 55, ERP 6.95 kw visual, 3.98 kw aural; antenna height above average terrain 2,546 ft., above ground 78 ft. Estimated construction cost $193,908, first year operating cost $100,000, revenue $125,000. Principals in applicant have majority interest in KPUG Bellingham, Wash., KSEM Moses Lake, Wash., KBIO Burley, Ida., and KVAR Havre, Mont.

WHEN (TV) CODE SUBSCRIBER

WHEN (TV) Syracuse has joined list of stations subscribing to NARTB Television Code. Station is 93d to subscribe to document, which became effective last Mar. 1.

FCC STUDIES CAMERA

FCC COMMISSIONERS and staff Friday attended demonstration of remote TV camera developed by General Precision Lab., held at Washington's Hotel Statler (see story page 60).

CAMPAIGN KITS MAILED FOR REGISTER-VOTE DRIVE

FIRST of three campaign action kits mailed by NARTB to nation's 3,090 radio and TV stations as step in Register and Vote Campaign being conducted by association in cooperation with American Heritage Foundation and Advertising Council. First kit contains background information on project, suggested spot announcements and catalog of stickers, buttons and other promotion items available from Foundation.

Second kit, to be mailed by Sept. 1, will contain programs and announcements for use in promoting registration. Majority of nation's governors have pledged support to campaign, working with state broadcaster committees.

TV LICENSE PROPOSAL

TWO model ordinances covering licensing of radio-TV sellers and service-installation operators sent to member cities by National Institute of Municipal Law Officers, Washington. First ordinance provides for board of examiners to license those engaged in selling and servicing radio-TV equipment. Second ordinance requires permits and city inspection of antennas erected after its adoption.

KOEHLER PROMOTED

GEORGE A. KOEHLER, WFIL-AM-TV Philadelphia advertising and promotion director, named by General Manager Roger W. Clipp to be radio sales director succeeding Norman R. Prouty, who joins Katz Agency, New York. Joe Zimmerman, WFIL-TV production supervisor, named to Mr. Koehler's post. Louis E. Littlejohn, WFIL-AM-TV chief engineer, appointed chief maintenance engineer with Henry Rhea, assistant chief engineer for TV, becoming chief operations engineer for AM and TV.

MORE BULOVA SPOTS

UNITED WORLD FILMS starting production on 10 more 20-second TV spots for Bulova Watch Co. It had previously made 14 Bulova spots, placed through Biow Co., N. Y.

1952 MARKETBOOK

THE 1952 BROADCASTING • TELECASTING MARKETBOOK will be published next week as a supplement to the regular Aug. 18 issue. Annual source work will contain its traditional information on population, buying power, radio homes and other market statistics as well as the widely-used Spot Rate Finder. In addition, automobile registration figures will be published this year, to help buyers and sellers of time figure on the sizable out-of-home audience that listens to auto radios.

PEOPLE...

WILLIAM HINMAN, chief timebuyer, Kenyon & Eckhardt, N. Y., slated to move to Lambert & Feasley, that city, in similar capacity.

THEODORE C. STREIBERT, president of General Telecasting System Inc., named to board of trustees of Adelphi College, Garden City, L. I.

WILLIAM MURPHY, radio-TV timebuyer, Erwin, Wasey & Co., N. Y., joining Harry B. Cohen Agency, that city, in similar capacity, reporting to Mary Dunlavey, head timebuyer.

ART STRINKLE, KPHO-TV Phoenix program director, promoted to post of executive producer-director.

JULIUS N. CAHN, executive assistant to Sen. Alexander Wiley (R-Wis.), takes off Aug. 12 for 3½-week inspection trip of Voice of America activities in Paris, London, Berlin, Vienna, Rome and Berne. Mr. Cahn is producer of *Crusade Against Crime*, radio series about federal enforcement agencies [B•T, Aug. 4].

GEORGE BOND, former advertising manager of Schwinn Bicycle Co., to Bozell & Jacobs, Chicago, as associate account executive.

FRED L. BERNSTEIN was elected vice president of WTTM Trenton, N. J., S. Carl Mark, president and general manager of station announced Friday. He continues as station manager. He joined WTTM in February 1949 as sales manager after serving with Forjoe & Co., station representation firm, as manager of Philadelphia, New Jersey, and Baltimore offices.

EQUITY DIFFERENCES

FABIAN THEATRES spokesman said Friday scheduled closed circuit telecast of last act of Mike Todd's water spectacle, *Night in Venice* was cancelled Thursday night because of differences with actors equity over talent fees. Act was to have been piped to closed Warner theatre in New York from nearby Jones Beach and was to have been viewed by motion picture executives who are exploring potentials of closed circuit TV.

UNVEIL SELLING PITCH

NBC television's newest concept in programming and selling *Hometown, U. S. A.*, scheduled for fall, will be unveiled for newsmen in New York today (Monday). Hour-long daytime program will feature four different episodes.

FILM SERIES

MADISON SQUARE GARDEN, 26-week, half-hour film produced and distributed by Winik Films, N. Y., will be syndicated for third straight year, starting first week in November and running until April, officials said Friday. Series offers highlights of events at Madison Square Garden.

STERLING SALES

STERLING Drugs reports sales for six months ended June 30 were $79,973,095, increase of 0.8% over those for corresponding period last year. Net profit for half year was $5,-351,031 compared to $6,809,440 for same period of 1951.

XUM

KPRC IS FIRST!

DAY ¼ HOURS

8:00 A.M. to 6:00 P.M. Monday through Friday

KPRC has 26

Network Station B	10
Network Station C	4
Network Station D	0

NIGHT ½ HOURS

Monday through Sunday

KPRC has 40

Network Station B	22
Network Station C	4
Network Station D	18

KPRC
HOUSTON

Houston's First PULSE REPORT (April-May 1952) Agrees With Years of HOOPERATINGS to Prove . . .

KPRC is FIRST in the South's FIRST MARKET!

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Nationally Represented by **EDWARD PETRY & CO.**

NEW YORK

CHICAGO

BOSTON

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

weed

and company

RADIO

STATION

REPRESENTATIVES

XUM